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# NEOSHO *Growers* GUIDE

1940



NEOSHO NURSERIES CO.  
NEOSHO, MISSOURI  
*Better Trees and Shrubs*



A. E. WESTON, President and General Manager

## These Five Factors Insure Your Success With Neosho Trees and Plants

### SKILLED WORKMEN

of 27 years training and experience.

### MODERN POWER EQUIPMENT

of the latest design accomplishing better results at a lesser cost.

### 400 ACRES

of productive soil maintained at a high state of fertility.

### ETERNAL VIGILANCE

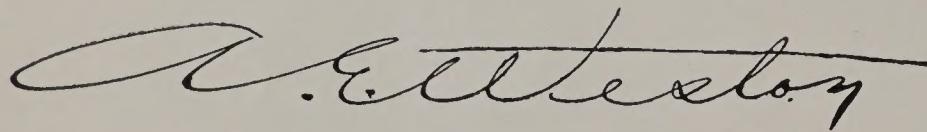
in digging, grading, handling and packing our Trees and Plants.

### THE DESIRE, WILL AND DETERMINATION

Instilled in every employee to give each customer an every transaction more than their money's worth.

## "YOURS FOR GROWING SATISFACTION"

For 27 years the above Motto constantly before every employee, The Neosho Nurseries has developed and maintained a National Reputation for Quality, Fair Dealing, prompt Service and Modest Prices



President and General Manager

### GUARANTEE

Every item we sell carries a complete guarantee of your entire satisfaction. We guarantee you will be pleased when shipment reaches you; that stock will be true-to-name, and arrive in a live, growing condition. You will be doing us a favor in reporting any complaint of any nature. Stock will be replaced or money refunded, as you prefer, on any complaints received within ten days.



A competent office force under personal direction of our Treasurer and Office Manager, G. B. Williams, insures prompt and efficient service to our Mail Order customers, and a courteous reception to those who can drive direct to the Nursery to make their selection.

# 58400 EVERGREEN IN ONE BLOCK

146 Rows

Rows  $\frac{1}{4}$  mile long

We specialize in  
the finest types of  
Evergreens suited  
to mid-west soil  
and climatic  
conditions

This view shows  
only one of our  
several Evergreen  
fields



## Neosho Nurseries Trees and Plants Come Direct to You From Our Own Growing Grounds

We own and operate over 400 acres of land, with a test orchard and stock blocks for the propagation of true-to-name trees and plants, and have the best of equipment. We also maintain a trial ground for testing new varieties to find whether or not they are suitable for our climatic conditions before we offer them to the public.

Our office and packing house at Neosho covers 37,000 sq. ft. At Newtonia, 11 miles east of Neosho, where most of our Hogerstown silt loam land is situated, we have many buildings, including a concrete storage house where the stock is graded and sorted without exposure to drying sun or wind.

Our storage at Neosho is the largest nursery storage in this part of the country, and temperature is controlled with an air conditioning system.

NOTE: From field to air conditioned storage all stock is transported in enclosed and covered air tight trucks especially constructed for this purpose.



No expense is spared and every precaution is taken to preserve the life and vitality of Neosho trees and plants.

# COMMERCIAL FRUIT GROWERS

BECAUSE THEY PRODUCE PROFITABLE, PRODUCTIVE ORCHARDS



Whether You're Growing Fruit for Home Use or Profit You'll Want the Finest Grade at Attractive Prices So Take Advantage of Neosho's Famous Quality and Superior Values

**FREE!**

VALUABLE GIFTS FOR  
EARLY ORDERS

**FREE!**

Help us give You and our many other customers prompt and satisfactory service by ordering early and you may select free premiums as follows:

On Orders of \$3.00 to \$5.00 you may select any one (1)

On Orders of \$5.00 to \$10.00 you may select any two (2)

On Orders of \$10.00 or more you may select any four (4)

- 1 — 2 Peach worth 50c  
Golden Jubilee Halehaven Elberta
- 2 — 1 Apple worth 40c  
Dark Red Stayman or Dark Red Delicious
- 3 — 3 Concord Grape worth 35c
- 4 — 25 Asparagus worth 50c
- 5 — 25 Strawberries worth 40c

- 6 — 2 Roses 1 year worth 50c  
Polyantha or Hybrid Tea
- 7 — 2 Dwarf Pink Spirea worth 50c
- 8 — 2 Japanese Barberry worth 40c
- 9 — 2 Hall's Honeysuckle worth 50c
- 10 — 1 Dwf. Summer Flg. Mum Pink worth 35c
- 11 — 1 Dwf. Summer Flg. Mum Bronze worth 35c

We reserve the privilege to make changes if necessary in varieties on these complimentary items.

Please be sure and write on your order the free gift you select. Otherwise none will be sent you as we will not know what you want. Suppose your order amounts to \$3.25 and you select the 25 Strawberries as your free premium—simply write on bottom of your order, 25 Strawberries—free premium. If your order is \$5.00 or any amount up to \$10.00 you may select any two Free Gifts, alike or assorted; for \$10.00 or more you may select any 4 alike or assorted. Not more than 4 premiums to a customer.

**ORDER EARLY**

# PREFER NEOSHO NURSERIES TREES

## BECAUSE THEY PRODUCE PRIZE-WINNING FRUIT



### Fruit Growers Everywhere Praise Neosho Trees

Many prominent orchardists throughout the country have been buying Neosho Fruit Tree Stock for many years. Many who used to buy from other nurseries now buy from Neosho exclusively. Many hundreds of letters like those on this page and elsewhere have been received from customers who were so well satisfied with their purchases that they wrote to tell us about their satisfaction.

All these facts prove the outstanding **quality** of Neosho Nursery Stock. When you plant an orchard, remember that the price of the trees is a small item compared with the cost of bringing them into profitable bearing. A few pennies saved on the original cost of the tree may mean disappointment and the loss of years of time and labor.

Save yourself trouble, expense and possible serious losses by buying Neosho Nursery Stock.

#### Better Trees For Less Money

"I received my order of 50 peach trees in good shape and they were the best trees for the money I ever bought. Your trees are as good as I got from another nursery for which I paid 34c more per tree; they are better than I expected for the money and I am going to need 500 more trees next fall and I will give you my order early in the summer."

J. A. Webster, Douglass Co.

#### Will Increase My Orchard Next Year

"I want to report to you on the shipment of trees that I ordered from you last Nov.

It has ben surprising how these trees have grown this summer, all the trees lived and most of them made from 24 to 30 inches growth and are well shaped trees.

I am well pleased with the trees and since this was sort of trial I intend to increase my orchard each year."

Emil J. Volkart, K. C., Mo.

#### Our Orchard A Neosho Product

We are pleased with trees that you sent us. We are proud of the fact that our orchard is practically a Neosho Nursery product.

Hope Carey Van Brunt, Belton, Mo.

#### Recommend Your Trees

Order arrived today and am as much pleased as I was with previous orders. I have recommended your trees to my neighbors not only because of the fine trees they get from Neosho Nurseries but because of courtesy and business like manner of your company.

Elmer Pfaff, Rt. 1, Valley Park, Mo.

#### Well Pleased

I received them on the 2nd of March and they were in good condition, and I am well pleased with them. I hope I will be able to place another order in the near future.

R. E. Sullivan, Hulbert, Okla.

#### Finest Trees I've Ever Seen

The trees you sent me arrived yesterday in good condition. They were the finest bunch of trees I have ever seen. Thanking you for the fine trees and service, I am sincerely,

Elmo Williams, Covington, Ky.

#### Best Ever

I received the trees on Friday and was well pleased. They were fresh and the roots were the best I have seen. I planted them promptly and have no doubt that all will be satisfactory.

Charles S. Brand, Bayshore, N. Y.

### Make Extra Savings With NEOSHO SEAL BARGAINS

Throughout this catalog, you will see Special Money-Saving Offers . . . under the heading . . . "NEOSHO SEAL BARGAINS." These are offered especially to induce new customers to try Neosho stock. For we are certain that once you try Neosho plants and trees . . . the results will make you a regular customer. Neosho Seal Bargains are also offered to our regular customers.

Another Reason We Offer Neosho Seal Bargains is that each year we have extra good success on certain items . . . so we wish to pass this on in savings to our customers.

**Take Advantage of Neosho Seal Bargains . . . and make worthwhile savings!**





## BUY DIRECT FROM THE GROWER—SAVE!

### Nature-Blessed Ozark Weather and Soil . . . Enable Us to Develop Hardy, Vigorous Plants!

There's a reason for Neosho's superior plants and trees! Mother Nature has blessed this famous Ozark region . . . with favorable weather conditions . . . a long growing season . . . and wonderfully fertile soil. We own and operate 400 acres of Ozark Hagerstown silt, loam soil . . . long recognized by horticulturists as the finest type of soil to produce plants with strong, vigorous root systems.

**This Gives Us a Great Advantage in Producing the Finest Trees and Plants . . . at lowest possible cost.** And it gives you an advantage, too . . . as we pass this saving on to our customers.

**When You Plant . . . You are Making an Investment**—So it pays to plant the highest quality nursery stock . . . especially when you can get it at Neosho's lower prices. Make your investment permanently profitable . . . with ever-increasing value . . . by starting right with superior Neosho plants and trees!

### We GUARANTEE True-to-Name Stock!

We guarantee that every plant or tree you order from us will be true-to-name. In case of proof of untruthiness-to-name . . . we agree either to replace with stock of equal value . . . or refund the purchase price . . . but shall not be liable for any greater amount.

However, we assure you that you will have no cause to call on us to make good this guarantee. For our accurate records . . . careful workmen . . . and proper intent . . . insure that every Neosho tree or plant shipped IS true-to-name.

### No Extra Middleman's Profit to Pay . . . When You Buy From Neosho

Ordering from Neosho is like buying "direct from the factory." For our factory is the good earth. We raise our own plants, and sell direct from the ground to you . . . doing away with the middleman. What would ordinarily be the middleman's profit . . . is passed on to you in lower prices. So order at Neosho's lower direct-from-the-grower prices . . . and get the highest quality stock . . . at the lowest possible cost!

### We Constantly Add New Improved Varieties

You always get the best . . . in making selections from Neosho stock. For we are constantly improving and are continually adding to our list, the newer and improved varieties.

### TERMS AND RATES

**TERMS:** All prices, unless otherwise specified, are f. o. b. Neosho; 10% deposit with order, balance when you are ready for shipment.

**RATES:** Each rate, 1-4 trees—5-rate, 5-24 trees—25-rate, 25-99 trees—100-rate, 100 or more. **Different Varieties and Kinds of Fruit Trees May Be Combined** for the benefit of rates—for instance: 50 apple, 5 cherry, 2 pear, 40 peach and 3 plum may be figured at the 100 rate.

**We have never offered better nursery values and finer quality than are shown in this catalog**

# ORDER EARLY AND GET FREE PREMIUMS

AS EXPLAINED ON PAGE 3



HERE is a fruit at its best when picked fully ripe and fresh. And when strawberries and cream, shortcakes and luscious strawberry pies are foods a king might envy—why not have a strawberry patch of your own? The new Neosho everbearing varieties produce fruit all summer long. The berries listed offer blight-resistant varieties of satisfying Neosho quality, both for commercial and home growing.

**Aroma** (Midseason to Late)—A richly colored large berry, deliciously aromatic in flavor. Ripens over a long season. Its chief merits are resistance to disease, productiveness and attractiveness, firmness and high quality of the fruit. Best adapted to silt or clay soils. 125,000 crates, 24 quarts each, are shipped out of Neosho per year, practically all Aroma. They are sent to New England, Canada, Colorado, Texas and numerous other states.

**Blakemore**—A new variety introduced and highly recommended by the U. S. Department of Agriculture; it is a cross between Premier and Missionary. A fine quality berry of light red color, good size; and an extra heavy producer. Flesh is firm with solid center, a fine shipping berry and ripens a week earlier than Aroma.

**Gem** (A New Outstanding Everbearer)—Combines all the good qualities of many other varieties so that it's the ideal everbearer. It's a large, firm, good quality, fine flavored berry, a very heavy cropper, but the wonderful part is that it's a fine plant maker so that you have no trouble developing a good bed the first season.

**(Senator) Dunlap** (Midseason)—One of the most widely planted varieties. Noted for dependability and productiveness. A medium sized handsome berry, deep glossy red, exceedingly juicy; very good quality. Plants are very hardy and drouth-resistant. Adapted to any type of soil.

I have planted and fruited a good many of your trees in the past 12 years and have always found them good, healthy, vigorous stock that bore true-to-name fruit."—Stanley R. Gilbert, Bowie, Maryland.

New York, Nov. 13, 1938.

"I received the trees on Friday and was well pleased. They were fresh and the roots were the best I have seen. I planted them promptly and have no doubt that all will be satisfactory."—Chas. S. Brana, Bayshore, N. Y.

Have Your Own Strawberry Patch . . . For Table or Sale . . . Get Neosho Superior Quality . . . Sent Postpaid.

## STRAWBERRIES Standard Varieties

POSTPAID	Per 25	Per 50	Per 100	Per 200	Per 500
Aroma					
Blakemore					
Dunlap					
Gem, Everbearing	.50	.90	1.45	2.75	

WRITE FOR SPECIAL RATES ON LARGE QUANTITIES!

## DORSETT

POSTPAID

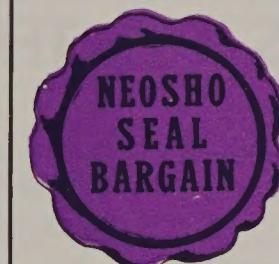
### The New Outstanding Strawberry

A bright, flaming red strawberry . . . that fairly sparkles its rich, tempting goodness. Marvelous quality and beauty. Wonderful producer and generous plant-maker. Splendid shipper. Sent Postpaid!

Per 25	Per 50	Per 100	Per 200	Per 500
\$0.35	\$0.55	\$0.85	\$1.50	\$3.25

Neosho Plants for Growing Satisfaction

## Take Advantage of This Unusual Offer!



4 Apple  
4 Peach  
2 Cherry  
2 Plum

FREE

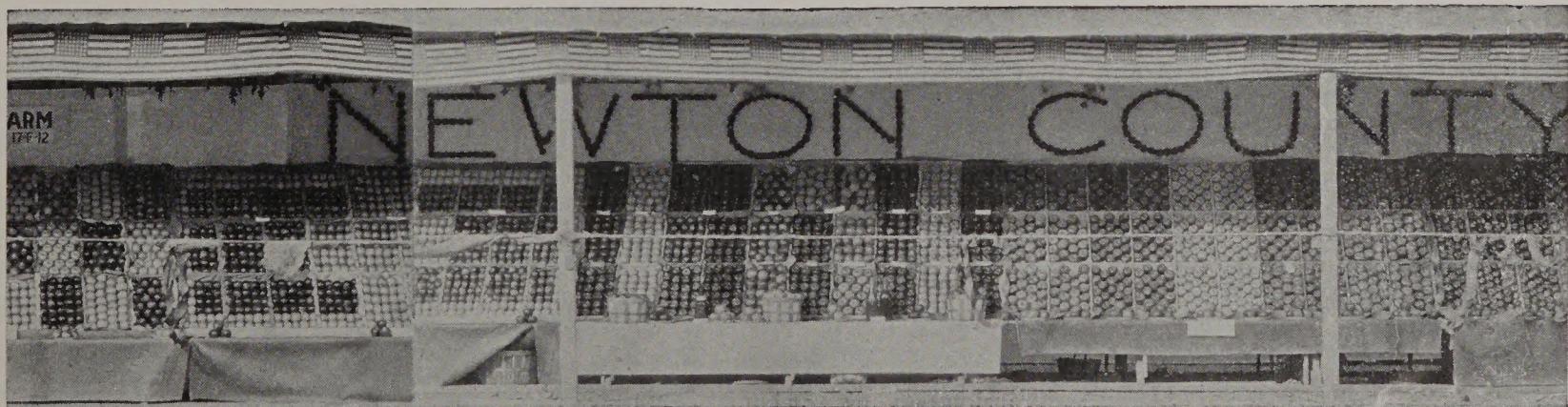
Size of trees, 2½ - 4 ft. Take your choice of any variety listed in this catalog. Be sure to order early!

With this Offer  
25 Aroma Strawberries  
25 Blakemore Strawberries

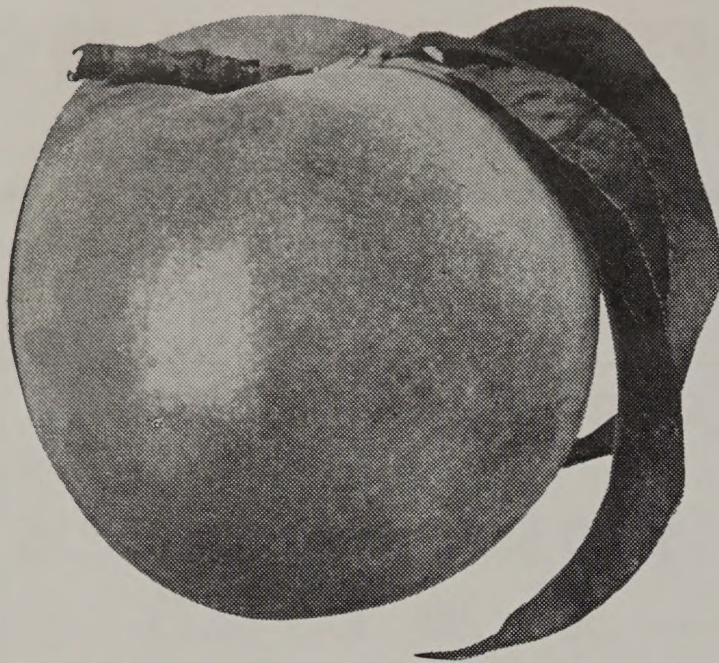
12  
FRUIT  
TREES  
for only  
\$1.98  
Prepaid



Field of Neosho Blakemore Strawberry Plants . . . Grown by Fred Volgt, Mattoon, Illinois.



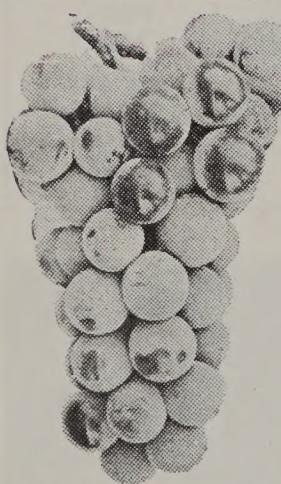
Section of Apple Display of Newton County Harvest Festival at Neosho, Mo. Many of the Prize-Winning Displays were grown on Neosho Trees.



## Peach—Improved Varieties

Alton	Golden Jubilee				
Arkansas Seedling	Mikado				
Halehaven	Frank's				
Write for Special Prices in Larger Quantities, state Variety, Size and Number.					
<b>1-YEAR TOP, 2-YEAR ROOT</b>					
Diameter	Height	Each	5 Rate	25 Rate	100 Rate
5-7/16	2 1/2-3 1/2 ft.	.25	.20	.17	.13
7-9/16	3 1/2-5 ft.	.35	.30	.25	.18
9-11/16	4-5 ft.	.40	.35	.30	.24
11/16	5-6 ft.	.45	.40	.35	.27
<b>JUNE BUDS—(These Varieties Only)</b>					
Halehaven	Frank				
Golden Jubilee					
12-18 in.			2.25		7.95
18-24 in.			3.00		9.95
2-3 ft.			3.50		11.95

## NEOSHO GRAPES AND VINES ARE THE MOST DEPENDABLE GRAPES



**Agawam (Red)**—The most popular and widely grown of the Red Grapes. Bunches are large. Berry is large, rich, sweet and aromatic. Vine is vigorous and self-fertile. Ripens after Concord and can be kept much longer, and improves in flavor.

**Brighton (Red)**—A handsome high quality red grape; clusters and berries are large. Vigorous, productive, dependable, adaptable to various soils.

**Campbell Early (Black)**—Bunch and berry are large; high quality. Ripens about two weeks before Concord. Blooms midseason.

**Catawba (Red)**—The last to ripen; bunch and berries are large; the flesh is juicy, plump and possesses a delightful sugary flavor.

**Cynthiana**—Though in no sense a table grape, it makes a rich, dark red, heavy bodied wine of wonderful flavor and aroma. Vine is a vigorous grower, hardy and heavy producer. Berries are small, round, black, in long, compact bunches. Ripens late, middle to last of September.

**Concord (Black)**—The most widely planted grape. Superior in hardiness, productivity and regularity in bearing and in ability to withstand disease and insects. Bunch and berry good size. It is the leader for making grape juice. No other grape has been able to compete with it on the market, as it can be produced so cheaply. Blooms midseason.

**Delaware (Red)**—The standard of quality; the best table grape. Unusually hardy; usually bears abundantly. Ripens a few days earlier than Concord. It commands the highest prices, and is valuable north and south for both home use and market. Blooms rather late.

**Diamond (Green)**—Seldom surpassed in quality and beauty. It is the hardest, most productive and vigorous of the green grapes. A good keeper and shipper. It deserves a high place among the best for commercial and home vineyards. Can be grown as widely as Concord. Blooms midseason.

**Moore's Early (Purplish-black)**—The most widely planted early commercial grape. Ripens two weeks earlier than Concord. Good quality. It is best described as an early Concord. Blooms midseason.

**Niagara (Green)**—The most widely planted green grape. Larger bunches and berries than Concord, as good, or better quality. Productive, vigorous, adaptable. Ripens about with Concord. Blooms midseason.

**Worden (Black)**—Much better quality, larger berries and bunches and handsomer than Concord and is equally healthy, hardy, vigorous and productive. Ripens a week to ten days earlier than Concord.

## FROST PROOF PEACHES

are widely advertised but grossly exaggerated, for any reliable authority will tell you there is no such animal. But I can tell you what are the **Four Hardest Varieties** for this section.

They are—

### FRANKS—MIKADO—ALTON ARKANSAS SEEDLING

The Missouri Experiment Station tells me that in the spring of 1936 that Franks and Mikado stood temperatures of 17 above zero while in full bloom and still produced one-half crop.

I have seen Alton and Arkansas Seedling with my own eyes covered with a 3-inch snow while in full bloom and still produce a full crop.

## INSURE REGULAR CROPS WITH HARDY VARIETIES BELOW

**ALTON (White Semi-Freestone)** (Midseason)—A large, handsome white fleshed peach. Tree is hardy and productive. Ripens July 15th.

**ARKANSAS SEEDLING**—White cling. Late.

**HALE HAVEN**—A marvelous new, extra high quality, heavy producing, large yellow freestone; ripening two weeks ahead of Elberta.

**GOLDEN JUBILEE**—Extra high quality, producing large crops of large, yellow freestone, ripening four weeks ahead of Elberta.

**MIKADO**—Extra large, high quality, heavy producing yellow cling, ripening six weeks ahead of Elberta.

**FRANKS**—This peach, highly recommended by Missouri Experiment Station, has proven the hardest and most profitable peach on these grounds. Fine flavored, large yellow cling covered with red; ripening the 5th of September.

**IMPROVED LATE CRAWFORD**—A larger and better Crawford, surprising resistant to disease even when not sprayed.

### GRAPES—2-Year Select Vines (Not Prepaid)

	Each	5-Rate	25-Rate	100-Rate
Concord	\$0.10	\$0.08	\$0.07	\$0.06
Moore Early	.12	.10	.08	.07
Agawam				
Catawba				
Campbell Early				
Diamond	.20	.15	.12	.10
Delaware				
Niagara				
Worden				

### GRAPES—1-Year (Postpaid)

Concord	\$0.07	\$0.05 1/2	\$0.04 1/2
Moore Early	.09	.07	.05 1/2
Agawam			
Catawba			
Campbell Early			
Diamond	.10	.09	.07
Delaware			
Niagara			
Worden			

### 2-Year No. 1 (Special Wine Type)

CYNTHIANA	\$0.25	.20	.18	.16
Freドnia	.25	.22	.20	.18

### NEW EXTRA CHOICE GRAPES

**Caco**—We consider this the best hardy red grape. The fruit is very large, rich and sugary, with a delicious melting flavor. It is hardy, a vigorous grower, and bears young, heavily and regularly. Ripens in August.

**Freドnia**—A new grape which grape experts say will become the leading black grape in America. It ripens very early, 10 days before Moore's Early. The bunch and berries are large, with a juicy, delicious flavor. Vigorous grower and very productive and hardy. Be sure and plant some.

# —Says B. E. Smith, Alexandria, Louisiana.

## Read his letter:

"We are inclosing picture of one of the peach trees bought from you, showing some peaches not yet harvested. Your trees are certainly wonderfully hardy and grow the most delicious fruit. We have used now 6,000 of your trees, and the fruit from them sells for double the price of other fruit on our market."—B. E. Smith, President Land & Lumber Co., Inc.



## Peach—Standard Varieties

### 1-YEAR TOP, 2-YEAR ROOT

Diameter	Height	Each	5 Rate	25 Rate	100 Rate
5-7/16	2 1/2-3 1/2 ft.	.20	.17	.15	.11
7-9/16	2 1/2-5 ft.	.30	.25	.20	.16
9-11/16	4-5 ft.	.35	.30	.25	.20
11/16	5-6 ft.	.40	.35	.30	.23

### JUNE BUDS—(These Varieties only)

Belle of Georgia	Late Crawford
Early Alberta	Red Bird
Indian Blood	Alberta
Rochester	Late Alberta
J. H. Hale	Champion
12-18 in.	Per 25
18-24 in.	1.90
2-3 ft.	2.75
	3.25
	Per 100
	6.95
	8.95
	9.95

## PEACH VARIETIES

**Arp Beauty (Yellow Semi-Clingstone)**—The earliest good yellow peach; heavily blushed with red, excellent quality. Ripens July 1st.

**Belle of Georgia (White Freestone)** (Midseason)—An unusually handsome large peach. Creamy white blushed with red; good quality. Ripens August 1st.

**Carman (White Semi-Freestone)** (Early)—A general favorite. Succeeds in a great variety of soils and withstands trying climates. Bears abundantly; remarkably hardy in wood and bud. Ripens July 12th.

**Champion (White Freestone)** (Midseason)—An exceptionally high quality, attractive, hardy white peach. It has a peculiar honeyed sweetness; ideal for home use and local markets. Ripens August 1st.

**Crosby (Yellow Freestone)** (Late)—Notable for hardiness of tree and bud. Tree is rather small grower, but unusually vigorous, healthy and productive. Ripens August 15th.

**Elberta (Yellow Freestone)** (Midseason)—The most widely planted commercial peach. Very large, golden yellow. Tree is very productive, yielding large quantities of uniform, highly colored fruit. Ripens August 10th.

**Early Alberta (Yellow Freestone)** (Midseason)—Superior in quality, flavor and appearance to all other Albertas and ripens 3 to 5 days ahead. Be sure to get our special strain.

**Late Alberta (Yellow Freestone)**—A large yellow peach with red cheek of Alberta type, ripening last of August, extending the Alberta season 20 days.

**Alberta Cling (Yellow Clingstone)** (Midseason)—The best yellow Clingstone; especially fine for canning, preserving and pickling; large, yellow, round. Ripens August 15th.

**Erose (Early Rose; red and white Clingstone)** (Early)—This peach originated in Georgia and was introduced by us. It has a delicious sweet flavor, red flesh, medium size. The best early peach. Ripens July 5th.

**Greensboro (White Semi-Freestone)** (Early)—A leading early white peach. Large, vigorous, healthy trees, early bearing and exceptionally prolific. Ripens July 1st.

**J. H. Hale (Yellow Freestone)** (Midseason)—Very large in size; beautiful yellow overlaid with red, and has a firm, fine grained yellow flesh of good quality. It colors up a week before maturity, ripens 3 to 7 days ahead of Elberta.

**Indian Blood (Clingstone)** (Late)—An old fashioned favorite of fine flavor. Flesh is blood red color.

**Heath Cling (White Clingstone)** (Very late)—Best to preserve or pickle whole. Exceptionally good keeper. Ripens September 20th.

**Hiley (White Freestone)** (Midseason)—Hiley is the earliest commercial Freestone white fleshed peach; better in quality than most of its season. Flesh is firm, sweet. Good shipper. Ripens July 20th.

**Krumeel (Yellow Freestone)** (Very late)—A large peach, one side a little larger than the other. A rich golden yellow blushed with carmine. Good quality. A good keeper and shipper. Ripens September 10th.

**Late Crawford (Yellow Freestone)** (Late)—Its high quality, scarcely equaled in richness of flavor. Adaptable to a wide range of soil and climate. Ripens August 18th.

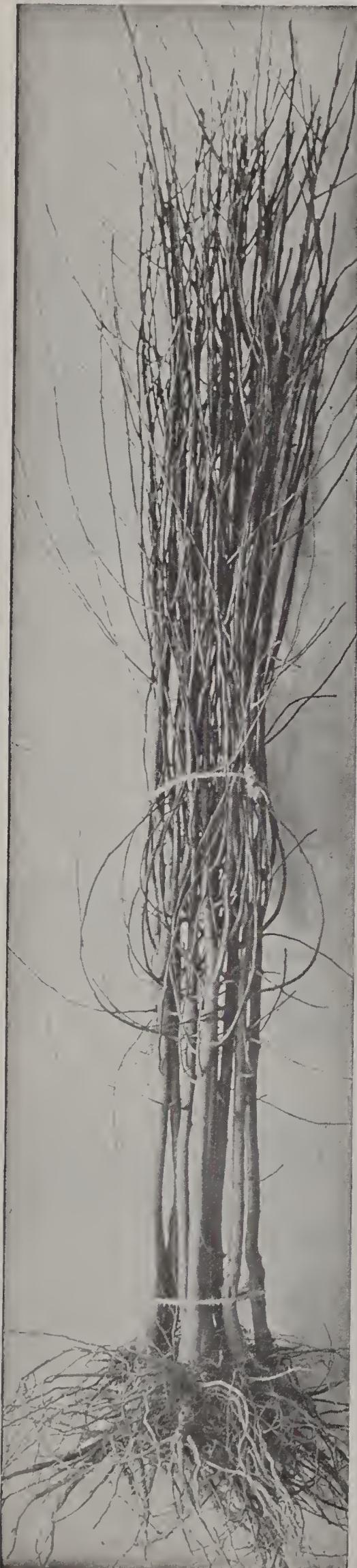
**Mayflower (White Semi-Clingstone)** (Very early)—Earliest peach to ripen. Good size and quality. Ripens June 25th.

**Red Bird (Semi-Clingstone)**—An unusually large, early commercial variety. Creamy-white covered with bright red; a most handsome peach. Ripens July 1st.

**Rochester (Yellow Freestone)**—Large, with very sweet, delicious flavor. Keeps and ships well. Strong grower, hardy; bears young and regularly. Ripens July 25th.



# DOUBLE YOUR PROFITS PLANT



See the sturdy trunks and the clean abundant root systems on these two year Jonathan.

## IMPROVED NEOSHO VARIETIES

DARK RED DELICIOUS  
DARK RED JONATHAN  
LODI  
DARK RED STAYMAN

TURLEY  
DOUBLE WORKED GRIMES  
GOLDEN  
RED DUCHESS

RED ROME BEAUTY  
YELLOW DELICIOUS  
WRIGHT  
CONARD

These improved varieties produce fruit that commands a ready market at high prices. The Neosho Stock of these varieties has been developed and proven in test orchards and is exceptionally high quality, hardiness and productivity.



## 2-Year Apple IMPROVED VARIETIES

Diameter	Height	Each	5 Rate	25 Rate	100 Rate
5-7/16	2 1/2-4 ft.	\$0.30	\$0.25	\$0.20	\$0.15
7-9/16	3-5 ft.	.35	.30	.25	.22
9-11/16	4-6 ft.	.45	.40	.35	.30
11/16 up	5-7 ft.	.50	.45	.40	.35

Write for Special Prices in larger quantities, state Variety, Size and Number.

### IMPROVED VARIETIES—ONE-YEAR GRAFTS—EXCEPT D. W. GRIMES

	25 Rate	100 Rate
2-3 ft.	\$0.18	\$0.16
3-4 ft.	.23	.20

**Dark Red Delicious**—Has all the good qualities of the common Delicious but colors up a solid red two or three weeks before the common Delicious begins to color. This means greater profits for the grower because of Earlier Picking, Earlier Marketing, More Extra Fancy Grade, No Windfalls, Better Color and Better Keeping Qualities.

**Dark Red Jonathan**—Plant Dark Red Jonathan and increase your profits. An Improved strain of Jonathan and you have the finest and most profitable variety of Jonathan obtainable. Dark Red Jonathan attains a brilliant solid red color two weeks before ripening, gaining benefit of higher prices on early market and eliminating windfalls.

**Dark Red Stayman**—You are all familiar with the wonderful quality of Stayman. Dark Red Stayman is a marvelous improvement in color and keeping qualities. Its solid dark red color makes it a universal favorite.

### Earlier Picking—Earlier Marketing—Fewer Windfalls—More Extra-Fancy Fruit—Better Keeping

**Red Rome Beauty**—Identical with Rome Beauty except that it colors early and more red. Hence it is more profitable to the grower.

**Red Duchess**—This is a strain of the Duchess. The only difference is that it colors better and earlier, a big advantage for the commercial grower.

**Yellow Delicious**—A beautiful, large yellow apple of wonderful flavor and quality.

**Double-Worked Grimes Golden**—Triple the life of your Grimes Golden by planting our special process double-worked trees, which means we top-work our Grimes onto a hardy trunk eighteen inches above the ground to overcome the susceptibility of this variety to collar rot. Grimes Golden is the best quality and most profitable yellow apple, a rich golden color, fine flavor and aroma, an ideal dessert apple and an equally fine cooker.

**Turley**—A fine quality apple of beautiful red color of Stayman type that absolutely does not crack. Indiana's latest gift to the apple industry and their most profitable apple.

**Lodi**—Twice as large as Yellow Transparent and yet still maintains that wonderful transparent color and quality. Tree a thriftier grower and will produce twice as many bushels of apples. Ripens 4 to 5 days after Yellow Transparent.

After 20 years' labor in crossing Jonathan and Ben Davis the Missouri Fruit Experimental Station has introduced three new varieties which we are now offering to the public for the first time.

**Wright**—Practically identical with Jonathan in color and quality, somewhat larger, ripens a week to ten days later. Hangs on tree better and is a vigorous grower of good foliage.

**Conard**—Quality midway between Jonathan and Ben Davis, might be termed Winter Jonathan.

**Whetstone**—Cross between Jonathan and Ben Davis.

**DeLux**—A large yellowish apple ripening July 1st. A good grower and heavy producer.

# NEW, IMPROVED APPLE VARIETIES



**FREE**

**12 FRUIT TREES**

**SUPER X TREES**

**Your Selection**

4 Apple 5-7 ft. 2-year trees  
2 Plum 5-7 ft.  
2 Cherry 4-5 ft.  
4 Peach 5-7 ft.

**\$5.50 F.O.B. Neosho**

With the above order we will send you a duplicate order of 12 trees of the varieties in 2½-4 ft. grade, making 24 trees for \$5.50

**Your Choice of Varieties**

**Ben Davis** (Winter)—Roundish, large, red striped apple of second rate quality, but good for cooking.

**Black Ben** (Winter)—The best of the Ben Davis family. It attains a much higher color than Ben Davis or Gano. The tree is hardier, more vigorous and more prolific than Ben Davis. Fruit is large, solid dark red.

**Delicious** (Winter)—Who is not familiar with this popular apple? Who does not appreciate its unexcelled flavor, its beauty of form and color, its fragrant aroma? It finds a ready sale at high prices. The tree is vigorous, hardy and is fruiting in nearly every state.

**Duchess of Oldenburg** (Midsummer)—Attractive yellow apple, with red stripes; medium size. One of the most profitable summer varieties. Can be planted close and is often used as a filler. Comes into bearing young. Bears heavy crops annually; great market apple and especially good cooker.

**Early Harvest** (Midsummer)—A yellow, medium-sized apple of very good quality for either dessert or cooking. Comes into bearing young.

**Jonathan** (Fall)—A grand, good apple; once tasted, always wanted. Bright solid red. It has an aromatic flavor and juice full of snap and sparkle. Medium size; good to best quality. Bears young; produces good crops regularly. Fine for home and commercial planting.

**King David** (Fall)—Bears heavy crops year after year. Medium size; very dark rich garnet red, showing almost a purplish-black on the sunny side. Tree is a hardy, vigorous grower, comes into bearing young. Often used as a filler.

## 2-Year Apple—Standard Varieties

Diameter	Height	Each	5 Rate	25 Rate	100 Rate
5-7/16	2½-4 ft.	\$0.20	\$0.17	\$0.15	\$0.12
7-9/16	3-5 ft.	.30	.25	.20	.17
9-11/16	4-6 ft.	.40	.35	.30	.25
11/16 up	5-7 ft.	.45	.40	.35	.30

Write for Special Prices in Larger Quantities, state Variety, Size and Number.

## One-Year Grafts—Standard Varieties

2-3 ft.	25 Rate \$0.15	100 Rate \$0.12
3-4 ft.	.20	.15

**Maiden Blush** (Late Summer)—Striking, highly colored, yellow apple, with a deep crimson blush on one cheek. Round, flat, medium size; a good eating and excellent cooking apple.

**Mammoth Black Twig** or **Arkansas** (Winter)—A large apple of good quality; a dull green or deep yellow overspread with red; good quality, excellent keeper.

**Paragon Winesap** (Winter)—Paragon has the large size and very good quality of the Stayman, combined with the dark red color of the old Winesap.

**Rome Beauty** (Winter)—Large, roundish, oblong apple, handsomely colored and striped with bright red; good quality. Splendid storage apple; a splendid bearer; blooms late.

**Stayman Winesap** (Winter)—The largest of the Winesap family. Striped and splashed with dark crimson. Splendid quality. Reliable annual cropper.

**Sweet Bough** (Midsummer)—A sweet apple, juicy, good to very good for dessert, excellent for cooking. Begins to ripen about the last week in July. Color is a greenish yellow changing to yellowish white.

**Wealthy** (Late Summer)—A most dependable and widely planted late summer apple; bright red striped; medium to large size. Ripens over a long season. Very good quality. Tree is an upright grower; often used as a filler; very hardy; bears young.

**Wilson June** (Midsummer)—A deep, solid crimson like a Red June; large; good quality. Hardy, vigorous, very productive, bears young. Most beautiful of its season; good shipper.

**Winesap** (Winter)—One of the oldest and most popular apples; a good shipper and an exceptionally good keeper in ordinary and cold storage. Splendid bright red, indistinctly striped with dark purplish-red; good quality. Medium size. Hardy; a heavy, regular bearer.

**Yellow Transparent** (Early Summer)—The best extra early apple; medium size; a beautiful clear yellow, with smooth, waxen, brilliant skin. Unexcelled for pies, tarts and apple sauce. Tree is extremely hardy, upright and compact grower; often used as a filler; a reliable cropper.

**York Imperial** (Winter)—Bright pink-striped with dark red; fair quality. Its oblique or lopsided shape is a notable characteristic. A very regular bearer; seldom fails.

**Winter Banana** (Winter)—Very showy, bright yellow, with a pinkish-red cheek noted for its brilliant, transparent, waxen appearance.

**Yellow Newton** (Albemarle Pippin) (Winter)—Medium to large, beautiful yellow, high quality apple. Excellent for both dessert and culinary purposes.

**Northern Spy** (Winter)—Delicious flavor; old favorite in North and New England.

**Willow Twig** (Winter)—Medium to large pinkish-red apple, of good quality. Excellent commercial variety, because of its exceedingly long-keeping qualities; rather early and regular bearer.

## CRABAPPLES

Diameter	Height	Each	5-Rate
11/16 up	5-7 ft.	\$0.55	\$0.50
9-11/16 up	4-6 ft.	.45	.45
7-9/16 up	2-3 ft.	.35	.30
5/16		.25	.20

Crabapples should be planted for beauty of tree and fruit, as wind-breaks, and for the value of the fruit. They are delicious for cooking, preserving and jellies.

**Excelsior** (Fall)—Very large for a crabapple; nearly as large as a medium-sized apple. Very attractive yellow, almost covered with bright red; excellent in quality for dessert and for culinary uses.

**Florence** (Late Summer)—Medium size, yellowish-white, mostly overspread with brilliant pinkish red. Bears very young, is very productive, reliable cropper.

**Hyslop** (Early Winter)—Large, very brilliantly colored, dark red or purplish, overspread with thick blue bloom; good for culinary purposes.

**Whitney** (Late Summer)—Large, yellow striped with red; good to very good quality.



Section of growing block of Neosho Apple Trees. Note how stocky and strong they are.

# PLUMS - PRUNES - APRICOTS



Here's Delicious Fruit for Table, Canning, Drying, Jams, Jellies, Preserves.

## PLUM (Standard Varieties)

Abundance, America, Burbank, Endicott, Italian Prune, Sapa, Omaha, Green Gage, Shropshire Damson, Waneta, Wild Goose, Campass

Diameter	Height	Each	5 Rate	25 Rate
5-7/16 in.	2 1/2-3 ft.	.25	.20	.18
7-9/16 in.	3 1/2-4 ft.	.35	.30	.25
9-11/16 in.	4-5 ft.	.45	.40	.35
11/16 in. up	5-6 ft.	.50	.45	.40

Write for Larger Quantity Rates

All of these fruits are excellent when eaten fresh, and are fine for making jams, jellies and preserves and for canning or drying. The varieties below . . . at Neosho's low direct-from-grower-to-you prices . . . give you a wide choice among the most popular and successful kinds. And, as always, you can depend on Neosho Trees to give you "Growing Satisfaction."

**Abundance (Early)**—A pinkish-red Japanese plum. Medium size. Flesh is yellow; sweet, aromatic. Tree is a vigorous grower.

**America (Midseason)**—Beautiful yellow, red cheek, juicy, sweet. Very good for cooking. Very hardy. Blooms midseason.

**Burbank (Midseason)**—A dark red, roundish Japanese plum, good quality and shipper. The flesh is a deep yellow, firm, very juicy, aromatic and sweet.

**Compass Cherry-Plum**—Very hardy, bears young, often second year. Fruit is nearly inch in diameter, bright red; sweet, juicy and fine flavor.

**Damson Shropshire (Late)**—The most widely planted Damson. Oval shape; purplish-black. Tree is strong, vigorous grower, quite hardy.

**Endicott (Midseason)**—Endicott combines the high quality of the European with the hardiness and adaptability of the Japanese. One of the sweetest, juiciest plums. It averages very large in size. Red.

**Sapa (Hansen Hybrid)**—A large size purple plum for Hansen Hybrid, with purple flesh full of rich juice of fine flavor.

Bears heavy crops annually and begins fruiting the first year after planting. Succeeds everywhere, ripens middle of July. Fine for canning.

**Omaha (Early)**—A large, round, coral-red plum. Flesh is yellow and sweet. Strong, vigorous grower, hardy and productive.

**Reine Claude (Green Gage) (Midseason)**—A large, roundish, oval plum; light greenish-yellow. Firm, sweet, very juicy, aromatic; good to very good in quality. Tree is productive and hardy.

**Waneta**—A Hansen Hybrid—Exceptionally hardy, notwithstanding extremely hot and dry weather. Often bears second year. Color purplish-red, 2 inches in diameter.

**Wild Goose (Very Early)**—An old-time favorite, bright red; medium size. Flesh is yellow, very sweet, quality fair to good. Good shipper and keeper.

## APRICOTS, NECTARINES AND SPECIAL PLUMS

### APRICOT—Superb

Such delightfully lucious fruit as the Apricot really should be planted more than it is, especially since it ripens just after the early cherries and before the best peaches. Apricots will stand more winter cold than peaches, although the bloom is more apt to be injured by spring frost. A northern or western slope is best so the opening of the buds will be retarded and the danger of frost damage lessened.



### NECTARINE—Sure Crop

A cross between peach and plum. Has smooth skin like a plum and seed like a peach. Flesh and flavor of both plum and peach. Quality unusually pleasing. Color beautiful bright red; size about same as medium size peach.

**Italian Prune (Late)**—The largest, best and most widely grown of the prunes. Rich, purplish-black. Very large size, flesh yellow, aromatic, juicy, sweet.

**President Plum**—The largest of all the plums. A beautiful dark purplish-black with a heavy bloom. Ripens late, 10th of September. A wonderful rich flavored freestone, solid flesh plum. A fine, profitable market plum and splendid for home use as well.

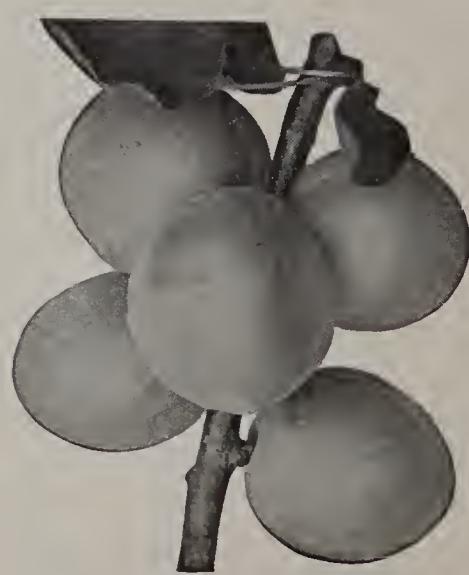
**Neosho Stock Did Extra Well**  
"I got a splendid growth on the trees I got from you last April. They did extra well when they were transplanted on the 12th of April. Am well pleased with your trees."—Geo. F. Filbert, Cabool, Mo., Sept. 7, 1935.

### SPECIAL VARIETIES

Italian Prune, Surecrop Nectarine, Superb Apricot, French Damson

Diameter	Height	Each	5 Rate	25 Rate
5-7/16 in.	2 1/2-3 ft.	.30	.25	.20
7-9/16 in.	3 1/2-4 ft.	.40	.35	.30
9-11/16 in.	4-5 ft.	.50	.45	.40
11/16 in. up	5-6 ft.	.60	.55	.50

**PRESIDENT PLUM**—10c extra per tree over Special Varieties.



Nectarine (Surecrop)

Apricot (Superb)

# DELICIOUS FRUIT — BEAUTIFUL BLOOM — EASY TO GROW!

## NEOSHO CHERRIES

Cherry trees are as desirable for their beautiful blooms in spring-time . . . as they are for their delicious fruit. And what pies cherries make! Tender golden crust. Luscious red cherries . . . dripping rich, sweet juices. What could make a finer dessert for any meal? Cherry trees are easy to grow . . . and Neasha stock assures success. Order Neasha cherry trees at our low direct-farm-grower-to-you prices!



Montmorency Cherries. The most dependable hardy, productive and adapted to widest range of climate.

### CHERRIES — SOUR

Early Richmond, Montmorency, English Morello			
Diameter	Height	Each	5 Rate
5-7/16	2 ft. up	\$ .30	\$ .25
7-9/16	3 ft. up	.40	.35
9-11/16	3 1/2 ft. up	.50	.45
11/16 up	4 ft. up	.60	.55

Montmorency (Sour)—The most widely planted cherry. Productive and a regular bearer. Colors early before ripe—a distinct advantage for shipping. The fruit is roundish, plump and a beautiful glowing red. It hangs in clusters, making picking easy. The fruit does not crack or rot, even in very hot, rainy weather. It hangs on without dropping after it is dead ripe. The flesh is rich, sprightly and pleasant. A good shipper and a good canner. Does not mash down in the box.

Early Richmond (Sour)—The favorite early sour cherry. Fruit is medium size. A good canner. Tree is medium size. Ripens about a week earlier than Montmorency.

English Morello (Sour)—Fruit is small, dark red colored; very sour, but loses some of its sourness if left on the tree until fully ripe. First class for canning and preserving. Stands lower temperature and severe drought than any of the other leading varieties. Tree is small. Bears young.

Napoleon, Governor Wood, Black Tartarian, Windsor			
Diameter	Height	Each	5 Rate
5-7/16	2 ft. up	\$ .50	\$ .45
7-9/16	3 ft. up	.60	.55
9-11/16	4 ft. up	.70	.65
11/16 up	4 1/2 ft. up	.80	.75

Seneca Cherry—A real sweet cherry for the Mid-West; tree a marvelous grower, several specimens measuring 20 ft. high and 10 ft. spread at seven years' growth. It is the earliest fruit of the season, ripening ahead of strawberries. Not subject to leaf-spot. A good producer of large, dark red, sweet cherries of fine quality.

Neosho Improved Strain of Royal Anne—Adapted to Ozark conditions; extra large, golden yellow with pink cheek cherry, heart-shaped on long stems; ripens with Montmorency.

Late Duke—A large heart shaped dark red, semi-sweet variety of fine quality that succeeds well here in the middle west.

	Each	5 For
4-6 ft.	\$1.00	\$4.50
3-4 ft.	.70	3.00

A sweet cherry planted alone is not likely to bear fruit, because it is self-sterile. Plant a Black Tartarian with any other sweet cherry.

Black Tartarian (Sweet)—Most widely planted sweet cherry east of the Mississippi. Beautiful, lustrous, purplish-black when ripe. Medium size for sweet cherry; very good quality. The tree is a very large, vigorous, upright grower. Very productive and regular bearer. Early.

Gov. Wood (Sweet)—Yellowish-white tinted with crimson; large. Very good quality; ripening early, with Black Tartarian; blooms early.

Napoleon (Sweet)—The best yellow cherry. Often sold and grown as Royal Ann. Best of the sweets for dessert and canning.

Windsor (Sweet)—Dark red, almost black; large. Good to very good quality, ripening late; blooms early.

### LUSCIOUS PEARS FOR TABLE OR MARKET



Anjou (Fall)—Large, heavy, greenish-yellow with dull red cheek often russeted. Very good quality and keeps late.

Bartlett (Late Summer)—The leading commercial variety, one of the most popular for dessert and canning. Large, clear yellow with blush on sunny side. Flesh is white, fine grained, juicy and sweet. Tree is vigorous, very productive, hardy, bears young.

Flemish Beauty (Early Fall)—Large, pale yellow, mostly russeted. Very juicy and sweet.

Kieffer (Winter)—Large, yellow russeted; flesh white, rather coarse. A market and kitchen variety that succeeds farther south where other varieties fail. Tree hardy, very vigorous, resistant to blight. Blooms early.

### PEAR — STANDARD

Anjou, Bartlett, Kieffer, Flemish Beauty, Winter Nelis, Lincoln, Seckel

Diam.	Height	Each	5 Rt.	25 Rt.	100
5-7/16	2 ft. up	\$ .30	\$ .25	\$ .22	.20
7-9/16	3 ft. up	.40	.35	.32	.30
9-11/16	3 1/2 ft. up	.50	.45	.40	.38
11/16 up	4 ft. up	.60	.55	.50	.48

Lincoln (Summer)—Large, yellow; quality good to very good; similar to Bartlett, but more resistant to blight. Succeeds farther south than Bartlett can be grown. It has stood the severest tests of intense, moist, summer heat and low altitude of the climate of Lincoln, Illinois, where it was originated by W. E. Jones. Comes into bearing early and bears heavy crops annually; very hardy. Blooms midseason.

Seckel (Fall)—The standard of excellence for quality. Small, yellowish brown with russety red cheek; should be first choice for family orchard. Slow grower, dependable, productive and very hardy, notably free from blight. Blooms midseason.

Winter Nelis (Winter)—The latest, best keeping pear. Can be held in cold storage until spring. Medium sized, roundish, yellow, russeted pear with a short, heavy neck. Flesh fine grained, sweet, aromatic, very good quality.

Douglas Pear—Is called Blight-Proof because it is practically immune from blight. A large, handsome pear of Bartlett quality that ripens in early fall and comes into bearing the second or third year. Golden yellow flushed with pink; tender, juicy, excellent flavor.

Each	5 For
\$1.00	\$4.50
.70	3.00

### PEAR — DWARF

(Varieties described below)  
Anjou, Bartlett, Seckel,  
Duchess d'Angouleme.

You are allowed the regular quantity price on total number of trees you order, regardless of different varieties.

Diameter	Each	5 Rate
5/8 in.	\$1.00	\$0.90

90c Each in 5 Lots

### QUINCE

Diameter	Each	5 Rate
5/8 in.	\$1.00	\$0.90

90c Each in 5 Lots

# IMPROVED NEOSHO RASPBERRIES



Improved Neosho Strains Produce Large  
Fruit of Superior Flavor. Get Them at  
Our Low Direct-From-Grower-to-You  
Prices — — — — —

**3½c**

EACH

In 100 Lots

## RASPBERRIES—BLACK AND RED

Variety	Per 10	Per 25	Per 100
Cumberland (Black)			
Cuthbert (Red)			
Latham (Red)			
St. Regis Everbearing (Red)			
Chief (Red)			
<b>50c</b>	<b>\$1.00</b>	<b>\$3.50</b>	

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

**P**RIZED for their delicious flavor, raspberries make their welcome appearance as the strawberries reach the end of their most productive season. Great improvement in size of fruit, flavor and productive qualities of raspberries has been made in recent years, and the Neosho varieties listed among the best. Raspberries are among the favorite small fruits. Eaten fresh, they are delicious and they are splendid for jellies, jams and canning.

**Cuthbert (Red) (Late)**—The best red because of its superior quality and flavor. Berries are large, rich crimson, firm and one of the best for canning.

**Latham**—Rich brilliant red, large and firm berry. Perfectly hardy, very heavy producer and most resistant to Mosaic. Originated in Minnesota.

**St. Regis (Red) (Everbearing)**—Bright red, small to large berries. Canes are hardy, prolific, healthy, drought-resistant. Bears very early; after old canes have borne, the young canes begin bearing and produce until frost. Very thorough cultivation is necessary, otherwise berries of first crop will be small and no second crop may form. Succeeds further south than other varieties.

## BOYSENBERRY

A cross between Blackberry, Raspberry and Loganberry. Immense size, delicious flavor, heavy bearer. Ripens over two-month period.

Per 10	Per 25	Per 100
\$0.70	\$1.50	\$5.00



## CURRANTS AND GOOSEBERRIES

Currants and gooseberries are among our finest fruits for making jellies, jams, pies, preserves, tarts, etc. Being rich in pectin, they are especially valuable in jelly-making, either alone or when blended with other fruits.

### CURRANTS

#### 2-Year No. 1 Plants

Variety	3 for	12 for
London Market, red		
White Grape, white	\$0.60	\$1.95
Perfection Red, large		

Red Currants—Jelly-makers supreme



### GOOSEBERRIES

#### 2-Year No. 1 Plants

Variety	3 for	12 for
Houghton, Oregon		
Champion	\$0.75	\$2.60

## CURRANTS

**London Market (Midseason to Late)**—Very hardy. Medium to large, dark red, rather acid. Clusters compact.

**Perfection (Midseason)**—Large, bright red berry in long, compact clusters; sprightly, sub-acid. Vigorous and productive.

**White Grape**—The best white currant. Large clusters of white or golden-green berries, mildly acid in flavor.

### Every Neosho Tree Grew

"I want to buy about 35 apple trees for replacement. These trees were set this spring under very favorable conditions, but did not even start to bud; the nursery they came from refused to make them good. I set 13 trees from your nursery; every tree grew and done well."—N. C. Barnes, Meadville, Mo.

### Well Satisfied

"The 73 peach, 40 apple, 6 plum, 2 pear and 3 grape were received in fine shape—all are nice and I am well satisfied."—John E. Dille, Moravia, Ia.

## Youngberry

(A New Introduction)

The Youngberry is a cross between a Loganberry and a Dewberry. Berries extra large, often two inches long. Color dark purplish-red. Flavor very much like Red Raspberry. Imagine a fruit of the quality of Red Raspberry and the size of a Dewberry. Very productive; fine for home use and local market. Hardy as far north as Kansas City.

Per 10	Per 25	Per 100
<b>65c</b>	<b>\$1.25</b>	<b>\$4.50</b>

## GOOSEBERRIES

**Oregon (Champion)**—A large green berry, season late. Very productive, rarely attacked by mildew. An improved variety which combines the large size and high quality of the Downing with the productivity and vigor of the Houghton.

**Houghton**—Medium; red, thin skinned, juicy, sweet, excellent quality; very productive.

The rose bushes arrive yesterday. I've never received nicer plants or seen any with better roots. They were in splendid condition even though they had come a good distance. Thanks very much.—Mrs. W. L. Fulp, 707 Summit St., Winston Salem, N. Car.

# NEOSHO BLACKBERRIES - DEWBERRIES

Choose Neosho Stock! Be Assured of Thrifty Vigorous Plants . . . That Produce Fruit of Finest Flavor. And Save at Our Direct-From-Grower Prices.

**3½C**  
EACH  
In 100 Lots



## BLACKBERRIES AND DEWBERRIES

Eldorado -----  
Early Harvest -----  
Lucretio Dewberry -----  
McDonald -----

	Per 10	Per 25	Per 100
Eldorado	65c	\$1.25	\$4.50
Early Harvest	50c	\$1.00	\$3.50

**B**LACKBERRIES possess a rich fullness of flavor which is only realized when the fruit is fully ripened. You will be delighted with this fruit when grown in your own garden. Dewberries are similar to blackberries in character and flavor, but are borne on trailing vines. Both are easy to grow and bear abundantly the second year. By choosing Neosho stock you are assured thrifty, vigorous plants which will produce fruit of fine flavor.

**Early Harvest** (Early)—Glossy black, medium size, good quality, not very hardy, requiring protection in the north.

**Eldorado** (Midseason)—Medium to large, jet black, sweet and melting, very

good quality, very hardy. Vigorous and productive.

**McDonald** (Very Early)—A blackberry-dewberry hybrid. It is large, oblong, very good quality; drouth-resistant, vigorous grower; plant in rows 8 to 10 feet apart. The vine trails on the ground the first season like the dewberry, but grows upright the next year. Grown in Missouri, Oklahoma and Texas. Not hardy and is self-sterile. Plant every fourth row with Lucretio Dewberry or Early Harvest to develop good berries.

**Lucretio Dewberries** (Very Early)—The best known and most widely plant-

ed dewberry. The berries are large, long, firm and good quality; very sweet if left on the vines a day or two after they would be picked for shipping.

### 100% Satisfied With Neasha

"I will state I received my 1000 Strawberry Plants O. K. and got 100% stand. And will also state the 30 mixed fruit trees I received last November, I think the way they are starting off, will be 100% stand. I have some little Belle of Georgia peaches set out last spring full of bloom this time, and I can say I'm 100% satisfied with your goods."—Brown Robinson, Rocheport, Mo.

## EARLY SPRING VEGETABLES

Rhubarb and Asparagus are among the most welcome of the early Spring vegetables . . . and deserve a place in every garden. Plant Neosho roots . . . and be sure of finest vegetables for your own

table or for sale. Don't forget Neosho's direct-from-grower-to-you prices save you money. Order these early Spring vegetables in plenty of time for planting!

### ASPARAGUS—Mary Washington

The most resistant to rust, and is superior in size, color, flavor.

1-Year  
2-Year

Per 25 Per 100  
\$0.40 \$1.25  
.50 1.75

### RHUBARB

Our roots are grown from Myatts Linnaeus seed . . . a large, tender pink variety.

1/2 in. (Postpaid  
5/8 in.

6 for 12 for 25 for  
30c 55c \$1.00  
45c 75c 1.25

### HORSERADISH

True Maliner Kren, which is noted for its superior flavor, vigorous growth and large size roots.

Cuttings  
Crowns

3 for \$0.20  
.35 1.00



Asparagus

**Says Neosho Quality Is Superior**  
"The service rendered by your company has always been most satisfactory and the quality of stock superior to that received from other sources, hence for the last few years I have ordered all my trees from you."—R. W. Robertson, Pollock, La.

### Wishes to Thank Neosho

"Order arrived in good condition. I wish to thank you for your kindly, thoughtful, prompt handling of the order."—Mildred Stahley, New York.

### Certainly a Fine Order

"Arrived in fine shape. This order, like the one I got of you a year ago last spring, certainly was fine, with good roots."—J. D. Bell, Missouri.

"Received my order Saturday, April 10th, and planted it all that day. I never saw nicer roots on nursery stock anywhere. I am well satisfied with the stock."—R. B. Pawson, Delavan, Ill.

"I am well pleased with my order from you this spring. They are all growing nice now. One of the trees has a few blossoms on. Sure thank you."—H. E. King, 519 E. Lincoln Way, Morrison, Ill.

**175 PLANTS  
For Only \$3.95**

PREPAID



### 175 Fine Plants

- 25 Cuthbert Raspberry (red)
- 25 Cumberland Raspberry (black)
- 25 McDanald Blackberry
- 25 Eldorada Blackberry
- 25 Asparagus
- 50 Strawberries

Take advantage of this opportunity to get 175 sturdy, vigorous Neosho plants at low price. These are regular, first quality Neosho stock. Order now!

**With This Offer  
FREE** 3 Grape Concord  
3 Grape Moore Early

"I received my order of trees and plants all in splendid shape and sure was satisfied with them when I opened them up."—Virgil Benefiel, Rt. 2, Gravette, Ark.

"Received the berries Friday, the 29th, and was sure pleased with them. They were in perfect condition. I surely do thank you."—Mrs. R. L. McNeely, Tecumseh, Okla.

# DIRECT - FROM - THE

## SHRUBS IN THREE SIZES

### SPECIMEN GRADE

The cream of the crop, the finest three year old specimen shrubs for quick results. Largest size, well balanced, heavily branched, abundant roots.

### STANDARD GRADE

These are also select 2 and 3 year, well developed shrubs that will please all but the most exacting.

### POST GRADE

For those who wish to minimize immediate outlay in purchase price and expense of transportation, these plants will soon give the same effects as specimen grade.

#### Caralberry (*Symporicarpos Vulgaris*)

3' to 5'—Graceful arching branches covered with dark red berries all winter. Endures shade and dry soil.

#### Specimen 30c Stand. 20c Post Grade 15c

#### Crapemyrtle

A half hardy shrub blooming all summer, red or pink.

#### Specimen 70c

#### Standard 60c

#### Desmodium (*Lespedeza Penduliflorum*)

4' to 6'—A beautiful shrub with small narrow leaves, arched branches and beautiful drooping sprays of liquid purple flowers. Tops die back in winter. Blooms August and September.

#### Specimen 40c Stand. 30c Post Grade 20c

#### Deutzia Gracilis

3' to 4'—A dense low growing shrub. In April covered with white flowers in graceful, nodding sprays.

#### Specimen 40c Stand. 30c Post Grade 20c

#### Deutzia Lemainei

4' to 5'—A hardy spreading grower with showier later white flowers than Gracilis. Endures partial shade.

#### Specimen 40c Stand. 30c Post Grade 20c

#### Deutzia, Pride of Rochester

6' to 8'—You should try this in your border plantings as it is of fast upright growth, blossoming in May with many double white flowers borne thickly in wreaths along its branches. Always popular.

#### Specimen 40c Stand. 30c Post Grade 20c

#### Dogwood, Red Twigged (*Cornus Stolonifera*)

6' to 8'—Valued especially for coral stems in winter.

#### Specimen 35c Stand. 25c Post Grade 20c

#### Euonymus, Winged (*Euonymus Alatus*)

An 8 to 10 ft. shrub with corky winged branches; especially valued for bright red foliage in the fall and also has red berries.

#### Specimen 50c Stand. 40c Post Grade 30c

#### Garden Elder (*Sambucus Canadensis Aurea*)

8' to 12'—Yellow foliage all season.

#### Specimen 45c Stand. 35c Post Grade 25c

#### Golden Bell (*Forsythia*)

6' to 8'—This splendid family of shrubs is one of the first to light your garden with masses of golden yellow flowers before the leaves appear in early spring. Foliage is handsome deep green turning to deep bronze in fall.

#### Forsythia Intermedia (Upright)

#### Specimen 35c Stand. 25c Post Grade 20c

#### Forsythia Spectabilis (upright)

#### Specimen 40c Stand. 30c Post Grade 25c

#### Forsythia Suspensa (weeping)

#### Specimen 40c Stand. 30c Post Grade 25c

#### High-Bush Cranberry, American (*Viburnum Opulus Oxyccos*)

Valuable for good foliage and red berries in fall. Bush is open, graceful, spreading, 8 to 12 ft. tall. White flowers in flat clusters in May. Endures shade.

#### Specimen 60c

#### Standard 50c

#### Honeysuckle (*Lonicera*)

One of the most desirable family of shrubs as they are extremely hardy, trim looking, free from disease, and all have attractive foliage. Three varieties follow:

#### Honeysuckle, Fragrantissima

6' to 8'—Small round, leathery leaves showing darkest shade of green. Practically evergreen if in sheltered position. Very early clusters of tiny pink and white flowers, sweetly fragrant. Berries following bloom. Gray-green foliage. Especially suited for foliage screen. Does well in most any soil.

#### Specimen 40c Stand. 30c Post Grade 25c

#### Morawii (Japan Bush Honeysuckle)

8' to 10'—Dense wide flung branches. The small bloom is creamy white, with blood red berries following bloom. Gray-green foliage. Especially suited for foliage screen. Does well in most any soil.

#### Specimen 35c Stand. 25c Post Grade 20c

#### Honeysuckle Tartarian (Pink)

6' to 8'—Attractive pink flowers followed by bright red berries.

#### Specimen 35c Stand. 25c Post Grade 20c

#### Honeysuckle Tartarian (Red)

6' to 8'—Conspicuous light crimson flowers in early summer.

#### Specimen 35c Stand. 25c Post Grade 20c

#### Heckrottii Honeysuckle

(Blooms all summer)—A low semi-bush half-vine-type of Honeysuckle. Extra large trumpet coral and orange blossoms.

#### Specimen 45c Stand. 35c Post Grade 25c

#### Hydrangea, Arborescens Grandiflora

4' to 5'—A most popular shrub with flowers similar to the familiar "Snowball" in appearance, snowy white and imposing. July-September. By cutting bush to the crown each spring, it can be kept round and dense at 3' to 5'. Endures partial shade.

#### Specimen 50c

#### Standard 40c

#### Hydrangea, Paniculata Grandiflora

5' to 6'—Produces massive plumes, first snow white, then pink, then reddish bronze and green, from August until October. Beautiful as specimen shrub or in masses.

#### Specimen 50c

#### Standard 40c

#### Hugonis Rose

6' to 8'—A dense attractive shrub with slender branches covered with single clear yellow flowers. Foliage turns purple in fall. Well adapted for either specimen or mass planting.

#### Specimen 45c

#### Standard 35c

#### Japan Quince (*Cydonia Japanica*)

4' to 6'—Completely covered with dazzling scarlet flowers before leaves appear in spring. Deep green foliage.

#### Specimen 35c Stand. 25c Post Grade 20c



#### Almond, Double Flowering

5' to 6'—In early spring branches are covered with beautiful double pink blossoms before leaves appear.

#### Specimen 50c Stand. 40c Post Grade 30c

#### Althea, or Rose of Sharon (*Hibiscus Syriacus*)

8' 12'—Upright grower with hollyhock-like flowers in white, red, pink or purple, according to variety, in July to September. Greatly used for screens and hedges.

#### Specimen 40c Stand. 30c Post Grade 20c

#### Aronia

8' to 10'—Delicate white flowers, May. Half-shade.

#### Specimen 50c Stand. 40c Post Grade 30c

#### Arrowwood (*Viburnum Dentatum*)

Attractive green leaves, turning red in fall; white flowers in May, followed by small black berries. Endures shade, dry or moist soil and grows 8 to 12 feet.

#### Specimen 60c Stand. 50c Post Grade 40c

#### Japanese Barberry

Makes good trimmed or untrimmed hedge. Its thorns make it a very effective barrier. The hardiest of the low hedges. Foliage turns orange and red in the fall and carries bright red berries all winter. Plant 18 inches apart.

#### Specimen 30c Stand. 20c Post Grade 15c

#### Barberry, Redleaf (*Berberis Thunbergii Atropurpurea*)

3' to 4'—A new variety with rich lustrous bronze red leaves which becomes more brilliant through summer. Unequalled in color value. The most promising shrub introduced in past ten years.

#### Specimen 40c Stand. 30c Post Grade 20c

#### Beautyberry (*Callicarpa Purpurea*)

4' to 5'—Here is just the shrub for unusual color, in late summer and early fall blooming in August with clusters of pink flowers which are followed by beautiful dense clusters of real violet berries. Needs protection in North.

#### Specimen 40c Stand. 30c Post Grade 20c

#### Beauty Bush (*Kalkwitzia Amabilis*)

6' to 8'—A new shrub from China. Graceful arching branches and pink trumpet shaped blossoms.

#### Specimen 60c Stand. 50c Post Grade 40c

#### Butterfly Bush (*Farquhar*) (*Buddleia Magnifica*)

5' to 6'—Sometimes called Summer Lilac as its dark lilac blossoms continue to flower most of the summer. An improved type with darker blooms. Cut back to ground in later winter.

#### Specimen 30c

#### Standard 25c

#### Butterfly Bush (*Ille de France*)

New, improved variety; dark rich purple, June to September.

#### Specimen 40c

#### Standard 30c

#### Calycanthus Sweet Shrub (*Calycanthus Floridus*)

4' to 6'—An old-fashioned shrub with chocolate colored flowers all summer. Spicy fragrance. Best in partial shade.

#### Specimen 45c Stand. 35c Post Grade 25c

# GROWER - TO - YOU - PRICES

## QUANTITY RATES ON SHRUBS

Reduced prices for those ordering in lots of 5 or more. 10% may be deducted when ordering 5 or more shrubs, 20% may be deducted from each rate if ordering 25 or more shrubs.

### Jetbead (*Rhodotyphus Kerroides*)

4' to 5'—One of the best shrubs for planting in shaded locations. A rounded shrub with beautiful yellowish green corrugated foliage and large, single white flowers in May, followed by shiny black berries or seeds.

**Specimen 40c Stond. 30c Post Grade 25c**

### Kerrio Japonica (Globe Flower)

4' to 6'—Bright green stems and attractive foliage. The blossoms are bright yellow, double or single and unusually attractive. Blooms in May and a few blooms all summer.

**Specimen 70c Stond. 60c Post Grade 50c**

### Lilac—Persian

6' to 8'—A graceful shrub with pale lilac flowers in broad panicles in late spring. Rich green foliage. Blossoms second season after transplanting.

**Specimen 45c Stond. 35c Post Grade 25c**

### Lilac Common Purple (*S. Vulgaris*)

This old-fashioned shrub is still a favorite with its fine foliage and fragrant flowers in the early spring, 8 to 15 ft. tall. The variety *S. Vulgaris Alba* has white flowers.

**Specimen 45c Stond. 35c Post Grade 25c**

### French or Hybrid Lilacs

6' to 8'—These are budded types having small leaves and larger blossoms, bloom later in season. Blossom second season after transplanting. Wine single; Blue double; White double.

### Lilac, Budded

Double blue, double white and purplish red (single).

**Specimen 85c Stond. 65c Post Grade 25c**

### Mock Orange (*Philadelphus*)

8' to 12'—A hardy, vigorous shrub of upright growth. Single flowers pure white, fragrant and borne in great profusion. Endures shade.

**Specimen 35c Stond. 25c Post Grade 20c**

### Mock Orange—Lemoine

4' to 6'—Erect fine leaved, slender stemmed. Creamy white flowers with a distinct fragrance. Good foundation shrub.

**Specimen 35c Stond. 25c Post Grade 20c**

### Mock Orange, Virginol (*Philadelphus Virginolus*)

6' to 8'—A wonderful new variety. Good foliage and flowers run double, semi-double and single, are largest and most sweetly fragrant of any known variety, with longest early and intermittent blooming season.

**Specimen 45c Stond. 35c Post Grade 25c**

### Mock Orange—White Bouquet

4' to 6'—Dense habit medium-sized snowy white flowers in large clusters.

**Specimen 45c Stond. 35c Post Grade 25c**

### Ninebark (*Physocorus Opulifolius*)

8' to 10'—A quick growing shrub with fragrant white flowers in late May. Excellent for screens and borders.

**Specimen 40c Stond. 30c Post Grade 20c**

### Pearl Bush (*Exochorda Grondiflora*)

8' to 10'—If you want an unusual shrub for your border, large pure white flowers in great profusion. Buds resemble pearls along stem, and when in full bloom plant has appearance of snowbank.

**Specimen 50c Stond. 40c Post Grade 30c**

### Privet, Regels (*Ligustrum Regelionum*)

4' to 6'—A very hardy type with dark, shiny leaves. Numerous branches are horizontally spreading with graceful drooping ends. Very desirable for foundation plantings and endures shade.

**Specimen 35c Stond. 25c Post Grade 20c**

### Rugoso Rose

6' to 8'—Exceptionally hardy shrubs which thrive under difficult conditions. Branches spiny and foliage is a shiny dark green and not susceptible to attacks by insects.

### Rosa Rugosa Alba

Large, clear white flowers.

### Rosa Rugosa Rubra

Has large, rosy crimson flowers.

**Specimen 45c Stond. 35c Post Grade 20c**

### F. J. Grootendorst

A hybrid form blooming all summer. Red or Pink.

**Specimen 45c Stond. 35c Post Grade 20c**

### Snowberry (*Symporicarpos Roememosus*)

3' to 4'—A graceful plant with small foliage, dense twiggy branches which bear in the fall a profusion of waxy white berries. Good for shady locations in foundation planting.

**Specimen 35c Stond. 25c Post Grade 20c**

### Snowball (*Viburnum Opulus Sterile*)

An old-time favorite with showy white flowers in large globular clusters in May or June; grows 8 to 12 ft.

**Specimen 60c Stond. 50c Post Grade 40c**

### Spirea, Anthony Waterer

2' to 3'—Would you like a shrub that is of dense rounded growth, beautiful dark small foliage, that blossoms with large, brilliant rosy crimson flower clusters all summer? If you would, you can't go wrong on this one.

**Specimen 35c Stond. 25c Post Grade 20c**

### Spirea Billordi

4' to 5'—An upright grower with dense spikes of rose pink flowers that crown sparsely twigged, erect branches.

**Specimen 45c Stond. 35c Post Grade 25c**

### Spireo Dwarf

White or pink.

**Specimen 40c Stond. 30c Post Grade 25c**

### Spireo Froebell

A medium grower, 3' to 4' tall, with crimson flowers in small clusters all summer. Very hardy.

**Specimen 35c Stond. 25c Post Grade 20c**

### Spirea, Folsé (*Sorbaria Sorbitolia*)

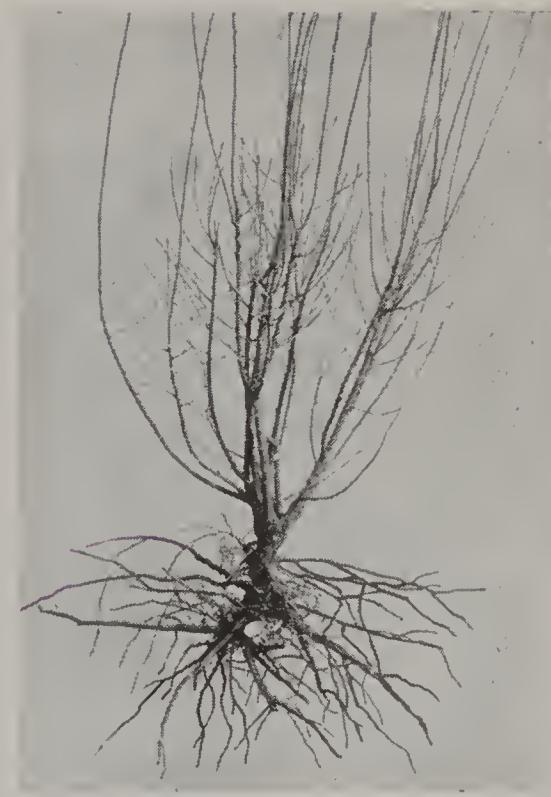
4' to 5'—Handsome soft wooded shrub of quick development, with profuse bloom in June-July of long feathery panicles, pure white. Partial to rich, moist soil and partial shade. Fresh green leaves like Mountain Ash.

**Specimen 40c Stond. 30c Post Grade 25c**

### Spireo Koreon

6' to 8'—A handsome new introduction, somewhat like Van Houttei, but with larger flowers and blooming about two weeks later. Thrifty in growth and perfectly hardy.

**Specimen 45c Stond. 35c Post Grade 25c**



## Neosho Specimen Grade Has Bushy Tops — Strong Root Systems

### Spireo Thunbergi

4' to 6'—We think this one of the best shrubs grown for foundation plantings. Forms a dense, feathery bush, with a pleasing shade of yellowish green foliage changing in fall to bright red and orange. White single flowers in April.

**Specimen 35c Stond. 25c Post Grade 20c**

### Spirea Von Houttei

Nothing is more beautiful than a hedge of Spirea in full bloom. It also has very good foliage through the summer. Best used as untrimmed tall hedge. Plant 2 feet apart.

**Specimen 25c Stond. 20c Post Grade 15**

### Sumac, Frogroot (*Rhus Aromatico*)

3' to 4'—Small yellow flowers followed by red seeds. Leaves turn scarlet. Stands dry, hot locations.

**Specimen 40c Stond. 30c Post Grade 25c**

### Tomarix Africana

8' to 12'—A large grower with fine feathery blue-green foliage and long panicles of pink flowers in May.

**Specimen 45c Stond. 35c Post Grade 25c**

### Tomarix Hispida

8' to 12'—Densely bushy, a foaming mass of glaucous foliage. Flowers in extra large panicles bright coral pink in June and intermittently thereafter.

**Specimen 45c Stond. 35c Post Grade 25c**

### Weigela Eva Rothke

Crimson flowers in May or June. Grows 4' to 5' high.

**Specimen 45c Stond. 35c Post Grade 25c**

### Weigela Roseo

6' to 8'—This is an old favorite with abundant showy trumpet-shaped flowers of light pink in May. Rather coarse foliage, but very effective in groups or mass planting.

**Specimen 45c Stond. 35c Post Grade 25c**

### Winterberry—Black Alder (*Ilex Verticillata*)

This shrub enjoys moist soil and grows 6 to 8 ft. Is valued chiefly for bright red fruits from October into winter.

**Specimen 45c Stond. 35c Post Grade 25c**

### Vitex (Chaste Tree) *Mocrophyllo*

A graceful shrub with large, deep pointed leaves. From July till early frosts intermittent display of upright panicles of rich lavender-blue blossoms.

**Specimen 45c Stond. 35c Post Grade 25c**

**Stondord 35c**

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# BEAUTIFUL SHRUBS TO BRIGHTEN

## YOUR GROUNDS



### FALL BULBS

Can be planted from Oct. 1st to Dec. 31st. We are large importers direct from Holland of the finest quality, large size bulbs that will produce beautiful specimen flowers in the spring, just a few months after planting.

#### DARWIN TULIPS

For every garden purpose Darwin Tulips are unequalled. The grace and beauty of the bright colored flowers carried on long stems is unsurpassed.

#### NAMED VARIETIES:

Argo—Yellow and orange, dark base, black anthers.

Bartigon—Crimson.

Clara Butt—Salmon, rosy-pink.

Dream—Soft lilac.

Farncombe Sanders—Fiery rose-scarlet.

Grenadier—Dazzling, brilliant orange.

Inglescombe—Canary yellow.

Matchless—Large, lovely rose.

Mrs. Potter Palmer—Purplish violet.

Pride of Haarlem—Cerise scarlet.

Princess Elizabeth—Vivid rosy-pink.

Prince of Orange—Red, golden margin.

Wm. Copeland—Lovely lilac.

Yellow Giant—Rich golden; tall, strong stems.

Zwanenburg—Pure white, black anthers.

Per 25	Per 50	Per 100
\$1.25	\$2.30	\$4.25

We are proud of Neosho's new Court House and our part in making it attractive. Mr. Davis, the architect, writes as follows:

NEAL C. DAVIS, ARCHITECT  
UNIVERSITY CITY, MISSOURI

January 26, 1938.

Mr. A. E. Weston, President,  
Neosho Nurseries Co.,  
Neosho, Mo.

Dear Sir:

Good landscaping and planting is surely as important as good design in determining the final appearance of an architectural project.

I wish to express my appreciation of your splendid work in landscaping the grounds around the Newton County Court House.

Mr. M. Vaughn Woodard, your landscape architect, has shown unusually good taste in the choice and arrangement of the planting, and your company has furnished him with excellent plant material to carry out his design.

Yours very truly,  
NEAL C. DAVIS,  
Neal C. Davis, Architect,  
University City, Mo.

### Special Varieties of Tulips

Mrs. Moon (Cottage)—Pure deep yellow, pointed flowers and reflex petals.

Dido (Cottage)—Orange and red with amber edges; fragrant.

Sundew (Darwin)—Bright red with frosty-white fringed edges.

Cramoisse Brilliant (Parrot)—Brilliant crimson.

Per 12	Per 25	Per 50	Per 100
75c	\$1.40	\$2.00	\$4.95

Perfecta (Parrot)—Bright yellow with feathered red stripes.

Fantasy (Parrot)—Striking, unusual Tulip, salmon-pink with green markings.

Per 12	Per 25	Per 50	Per 100
75c	\$1.40	\$2.60	\$4.95

\$1.60

### Early Double Tulips

Peony like flowers extra large blossoms, stay in bloom for an extra long period.

Electra—Large, very double claret-red.

Mr. Van Der Hoeff—Large, pure yellow.

Peach Blossom—Deep rose-pink, large.

Per 12	Per 25	Per 50	Per 100
75c	\$1.40	\$2.60	\$4.95

### HYACINTHS

16-17 centimeter bulbs. Blooming ahead of tulips and lasting for several weeks; their wonderful fragrance will perfume the whole yard.

La Victoire—Carmine red.

Queen of Pinks—Bright rose.

L' Innocence—White.

Grand Maitre—Blue.

City of Haarlem—Yellow.

6 for	85c	12 for	\$1.49
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No Finer Quality Shrubs Than These At ANY PRICE

#### NARCISSUS

(Yellow Trumpet)

12 for 95c

25 for \$1.75

#### CROCUS

(Mixed colors) Blue, purple, white and yellow.

12 for 60c

25 for 95c

### Planting Aids

A shrub or plant crowded into a hole dug out of the sod cannot be expected to produce satisfactory results. Beds should be dug at least a foot deep and the soil made loose and friable. Unless the soil contains plenty of fertility, well-rotted manure should be thoroughly mixed with the dirt, but never put in contact with the roots.

Some "puddle" roots to prevent drying out from sun or wind. This is dipping roots in a molasses-like mixture of water and loamy soil.

Cut off bruised or broken roots smoothly.

Set plants about same depth as they stood in nursery. In lighter soil plant a little deeper.

Pack good soil firmly about roots. Wet the soil, if needed, when hole is partly filled. Then shortly after, unless ground is moist, shrubs should be watered, but in heavy soils too much water will injure the plants.

Leave soil level with surface of ground, except a ring of dirt may be left to form a basin for watering.

### After Care of Shrubs

Keep surface soil loose and moist and at even temperature by a 3 to 4-inch mulch of manure or by keeping a dust mulch by repeated cultivations. During a drought, water thoroughly, even though mulch is applied.

"We received thirty-five trees from you today. These are the best I ever saw and they look very much alive. We are more than pleased. I will order two or three hundred more this fall. We will recommend your trees and service in our locality all we can."—Darwin Goodall, Delores, Colorado.



Newton County Court House, Neosho, Mo.

# NEOSHO HEDGES GROW FASTER!

## PRUNING

The object of pruning is to maintain the natural form and to preserve the flower and fruit bearing wood. Shrubs that bloom in spring or early summer should be pruned within two weeks after flowering. Those that bloom in late summer or fall, like Althea, Butterfly Bush, Hydrangeas and Snowberry, should be pruned in late winter or early spring before growth starts.

The Hydrangeas are pruned lightly for numerous small blossoms and are cut back severely if larger but fewer flowers are desired.

Butterfly Bush and Desmodium usually die back to the ground, so the tops should be cut off entirely in late winter. The tops spring up quickly and make nice bushy specimens.

Shrubs valued for colored bark like Siberian Dogwood (*Cornus alba Siberica*), Globe Flower (*Kerria Japonica*), etc., should have some of the older canes removed each spring to encourage new growth, which has the best color.

Lilacs and flowering Dogwood (*Cornus Florida*) should not be pruned except to remove dead or diseased branches.

Most pruning may be confined to removing dead wood, cutting out short weak growth and heading back branches that are too long and tend to destroy the natural form of the shrub.

With old shrubs it may be necessary to cut out the old wood down to the base of the plant, encouraging the new growth from the roots.

"Trees arrived in good condition on Nov. 10th. I have never received better stock and am well pleased with them. When in need of more nursery stock, you will hear from me."—H. Roddock, Sr., Hammond, Illinois, Nov., 1937.

### Fertilize with VIGORO

Keep your roses, shrubs, evergreens and lawn in a thrifty, growing condition . . . with frequent applications of Vigoro. A little fertilizer gets wonderful results.

5 lbs. 25 lbs. 100 lbs.  
50c \$1.50 \$4.00



Note the beauty of this Barberry Hedge-Lined Driveway

### CALIFORNIA PRIVET (*Ligustrum Ovalifolium*)

California Privet—Has rich glossy green foliage which stays very late in the fall. One of the best plants for trimmed hedges. Not hardy north of Kansas City, Missouri. Plant 8 to 10 inches apart.

	Per 25	Per 50	Per 100
12-18 in.	\$1.25	\$1.95	\$3.50
18-24 in.	1.50	2.40	4.25
2-3 ft.	1.75	2.75	4.95

### AMUR PRIVET (North) AND IBOLIUM PRIVET

Amur Privet, North—Hardy, good foliage which is rich green. Can be trimmed in any shape or height. Plant 8 to 10 inches apart.

Ibolium Privet—A fine new hardy compact variety. A cross between California and Iota.

	Per 25	Per 50	Per 100
12-18 in.	\$1.50	\$2.40	\$4.25
18-24 in.	2.00	2.95	5.50
2-3 ft.	2.50	3.75	6.95

### BARBERRY JAPANESE

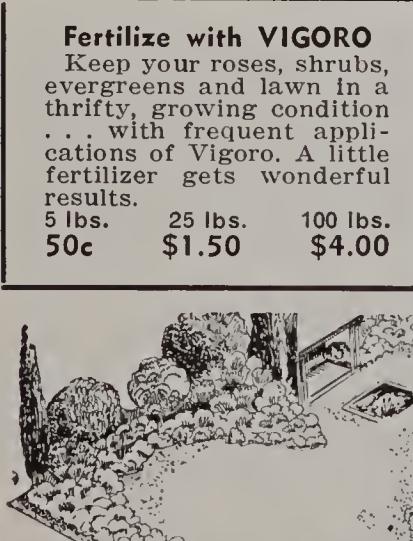
Japanese Barberry—Makes good trimmed or untrimmed hedge. Its thorns make it a very effective barrier. The hardiest of the low hedges. Foliage turns orange and red in fall and carries bright red berries all winter. Plant 18 inches apart.

Number of Canes	Per 25	Per 50	Per 100
3 or more	\$2.75	\$5.00	\$9.00
4 or more	3.75	6.50	12.00
5 or more	4.50	8.00	15.00

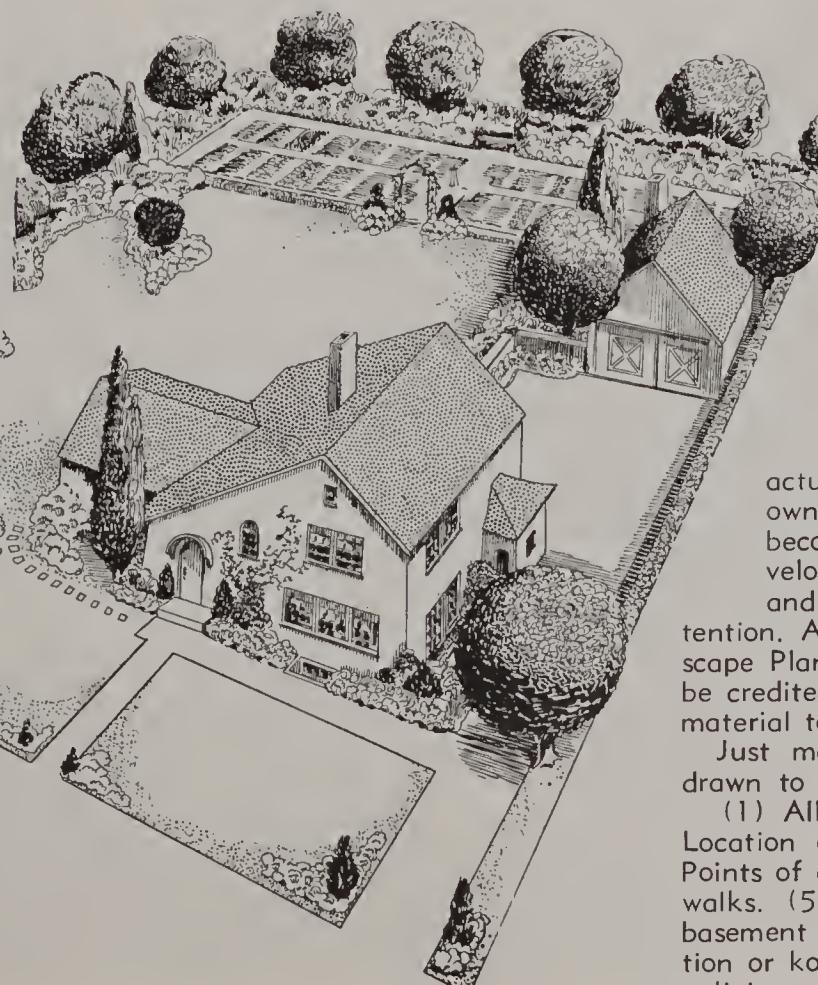
### SPIREA VAN HOUTTEI

Spirea Van Houttei—Nothing is more beautiful than a hedge of Spirea in full bloom. It also has very good foliage through the summer. Best used as untrimmed tall hedge. Plant 2' apart.

Number of Canes	Per 25	Per 50	Per 100
2 or more	\$2.50	\$4.50	\$8.00
3 or more	3.00	5.50	10.00
4 or more	3.75	7.00	12.00



This illustration shows how our Landscape Architect can lay out a plan for your home grounds; as elaborate or as simple as may be desired. A home planting plan may be developed over a period of years. Ask us for details.



**FREE**—A Landscape Plan to Suit Your Own Grounds—with Your Order of Plant Materials to the Amount of \$15 or More!

The service of our Landscape Architect, Mr. M. V. Woodard, is available to all. From information you can send us he will prepare an actual Landscape Plan, built to fit your own needs and grounds, that will then become a working plan for the final development. Send us the following data and it will be given our immediate attention. Accompany your request for a Landscape Plan with a deposit of \$5.00. This will be credited in full on your first order of plant material to the amount of \$15.00 or more.

Just make a rough sketch (need not be drawn to scale) showing this information:

- (1) All dimensions of building and lot.
- (2) Location of buildings and trees on lot.
- (3) Points of compass.
- (4) Location of drives and walks.
- (5) Where windows on first floor and basement are placed.
- (6) Any other information or kodak views which will help us in visualizing your grounds.

# GORGEOUS, COLORFUL, TWO-YEAR NO. 1 HARDY

Truly are roses the aristocrats of the garden! The soft, blushing beauty of their delicate petals . . . the lovely, alluring fragrance of their perfume . . . gives them a queenly magnificence, beyond the reach of any other plant. And now you can easily grow gorgeous roses . . . by planting Neosho stock. For Neosho roses have been carefully selected and developed for easy-growing characteristics . . . exquisite bloom . . . and fine foliage!

HERE'S HIGHEST QUALITY ROSES AT LOWEST PRICES

Each  
**39c**

6 for  
**\$2.25**

12 for  
**\$3.95**

Etoile de Hollande

## Read What These Neosho Customers Write!

**Neosho Rose Garden Attracts Attention**  
"In this locality the market is flooded with inferior nursery stock which sells at a low price and is worth less. As a result my rose garden with your good 2-year-old Neosho field grown roses attracts the attention of everyone who sees it. Some of my roses measured over 5 inches in diameter, and my dozen plants bought from you last year have been a solid mass of bloom for the past month. On one Talisman bush I counted nine large roses and fourteen buds all at the same time. Am always glad to recommend your Company to my friends."—J. M. McCann, Independence, Mo.

7  
Roses  
FOR  
**\$2.28**



Postpaid

Another money-saving Neosho Seal Bargain for you.

2 Red Radiance  
2 Pink Radiance  
2 Mrs. Chas. Bell  
1 Luxemburg  
1 Summer Pink Mum Free

**Countess Vandal**—Plant patent No. 38. Extra long pointed buds of copper opening into glorious flowers of coppery bronze suffused with pink and gold. As the flower ages, the petals roll back, and the bloom is lovely at all stages. It is hardy, a vigorous grower and free bloomer. Easily one of the world's great roses. At our new low price, all can now have this lovely rose.

Each \$1.00; 3 for \$2.50, postpaid.

Dear Sir:—Received the order O. K. and was very much pleased, was far better than I expected it to be. I have also passed the good news on to my neighbors. No doubt you will hear from some of them in the near future.—Henry Courtois, Columbus, Kansas.

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## ROSE VARIETIES

**Betty Uprichard**—One of the finest new roses; with brilliant copper red buds and semi-double salmon pink flowers, stained with copper pink on the outside. A profuse bloomer and an outstanding variety.

**Columbia**—This beautiful rose produces long stemmed pointed flowers of a vivid pink throughout the entire season. Fragrant, and a good, vigorous grower.

**Etoile de Hollande**—The finest dark red rose for general purpose. Long pointed buds opening to immense size, velvety crimson and produced with great freedom throughout the season. One of the best Red Hybrid Teas grown.

**Frau Karl Druschki (Snow Queen)**—Large snow-white double flowers in June and some in fall. Strong grower.

**Hadley**—Flowers large and well formed. Flowers freely with long pointed buds, rich crimson in color, and sweetly scented.

**J. L. Mock**—The gorgeous double flowers are produced with the greatest freedom on long stiff stems and are a deep imperial pink, the outside of petals a silvery rose white.

**Kaiserin Augusta Victoria**—We think this is the best white with soft pearly white blossoms tinted with a slight lemon in center. Fragrant and with beautifully formed flowers on long graceful stems. A strong, free, healthy grower.

**Lady Hillingdon**—The always popular, beautiful apricot-yellow rose with lovely buds and exquisitely formed open blooms produced continuously. A strong, vigorous grower and free flowering.

**Luxemburg**—The best yellow rose for our section. A fine, large, fully double, rich golden yellow blossom, vigorous habit. You can't go wrong on this one.

**Mrs. Chas. Bell**—A new member of the Radiance family, with lovely shell pink buds and blooms of fine globular form, with shadings of soft salmon, sweetly perfumed. One of the best.

**Pres. Hoover**—Large flowers of cerise pink, flame, scarlet and yellow with broad, thick petals; very fragrant. Handsome foliage. A great improvement over Talisman.

**Radiance**—Plants of wonderful foliage and vigor, constantly producing large, brilliant rose-pink blooms of excellent globular shape and intense fragrance. There are more Radiance roses grown and planted than any other dozen varieties put together.

**Red Radiance**—The same good habit and blooming qualities of Radiance, but a bright cerise-red in color.

**Talisman**—A glorious multi-colored rose unfolding its broad thick petals from the beautifully pointed bud. Vivid cerise-pink, softly flamed with yellow, orange and scarlet. Delightfully fragrant. The most vivid color yet produced in roses.

## Outstanding Varieties

Each	6 for	12 for
<b>\$0.49</b>	<b>\$2.60</b>	<b>\$4.95</b>

**Condessa De Sastago**—Three-toned, red and copper inside, yellow outside.

**Edith Nellie Perkins**—Pale salmon overlaid with gold.

**Editor McFarland**—Deepest pink garden rose. Perfectly formed buds clear, brilliant pink; long stems, fragrant. Vigorous, healthy grower.

**Joanna Hill**—A clear yellow rose, with long pointed buds opening to semi-double flowers; profuse bloomer.

**Chas P. Kilham**—A glowing scarlet flushed with orange; a strong grower, free flowering, sweetly scented. Long pointed buds opening to perfectly formed, full double flowers.

**Mrs. Pierre S. DuPont**—Buds are reddish gold, opening into beautiful yellow flowers.

**Margaret McGredy**—This extraordinary rose has found unstinted praise everywhere shown. Large buds opening to double cupped flowers with brilliant red petals on hinges of deep gold. Seldom out of bloom.

**Mrs. G. A. Van Rossem**—A most striking blending of dark vivid orange and apricot. Frequently has touches of bronze on reverse of petals. Deeply impressed maroon veins. Flowers large and perfectly formed.

**Roslyn**—Beautiful tapering buds, large double flowers of golden yellow; one of the finest new yellow roses.

**E. G. Hill**—Beautiful long buds of perfect form. High centered flower of dazzling scarlet, shading to a deeper red as it develops. Free bloomer.

**McGredys Scarlet**—A fine grower and free bloomer, carmine red.

## Kill Insects, Worms, Fungus with PLANT HEALTH

**Neosho All-Purpose Dust**—Our own special formula. Kills eating insects, such as cut-worms, bag worms and canker worms. Controls fungus diseases, such as mildew and Black Spot. Controls sucking insects, such as Aphid and Red Spider.

Keeps your shrubs, roses, evergreens and perennials in healthy condition. Remember, an ounce of prevention is worth a pound of cure. Start your dusting when leaves appear and continue at regular intervals. Will adhere to foliage better if applied when foliage is damp.

**3 lbs.**

**\$1.00**

# Fragrant Roses • • • Field Grown

You may choose from a large selection of the finest quality roses grown. . . both standard and patented plants. And you will be surprised at our low prices. Take advantage of this opportunity to get finest quality roses . . . at a saving. Select the varieties you wish . . . and order today!

## HARDY CLIMBING ROSES

Each	6 for	12 for	EXCEPT AS NOTED
\$0.39	\$2.25	\$3.95	

### CLIMBING ROSES

**American Beauty**—A strong grower with large flowers of a pleasing rose-pink. Very good for cutting.

**American Pillar**—A single flowering variety with large flowers of a lively pink with white center and yellow stamens.

**Dr. Van Fleet**—Long pointed buds of a rich flesh-pink. Splendid for cutting.

**Mme. Gregoire Staechelin (Spanish Beauty)**—Considered the finest pink climbing rose. Flowers borne singly on long stems. Vigorous grower, soon covers the porch or arbor.

Each 59c; 3 for \$1.65

**Jacotte**—An orange-apricot-copper colored climber of the loveliest.

Each 59c; 3 for \$1.65

**Mary Wallace**—Although a good pillar rose, it becomes self-supporting and makes an ideal dooryard bush. The flowers are semi-double, a bright clear rose pink with salmon base. These are often 4 inches across, appearing intermittently throughout the season following their first glorious outburst in late spring.

**Pauls Scarlet**—The most brilliant scarlet semi-double flowers, freely produced. Of strong climbing habit and very hardy.

**Silver Moon**—An exceedingly hardy climber with dark, glossy green foliage, and luxuriant growth. The creamy white buds are long and pointed and open into

semi-double white flowers with golden yellow stamens. Flowers are borne on long stems, being excellent for cutting in bud or half open bloom.

### MONTHLY BLOOMING CLIMBERS

Each 60c; 3 for \$1.65

**Climbing Columbia**—A beautiful vivid pink; fragrant.

**Climbing Kaiserin A. Victoria**—A soft pearly white, shading to light lemon in center.

**Climbing Red Radiance**—The same favorite in climbers that it is in the bush rose; unusually thrifty growers of cerise scarlet.

**Climbing Talisman**—Same as bush only in climbing form.

## DWARF POLYANTHA "Baby" Roses

Here are the ideal roses for bedding purposes. Also are useful in foundation plantings for additional color. They form shapely, compact, bushy plants about 12 or 18 inches high, producing from spring until frost, their clusters of small flowers. Your choice of colors: Red, Pink. Post-paid.

Each	6 for	12 for
\$0.39	\$2.25	\$3.95



Lady Hillingdon

## Large Flowering Baby Roses

Hardy as Spirea. Always in bloom. Require no spraying. All they ask is a little cultivation. Plant these roses by the dozen.

**Geo. Elger**—Yellow

**Else Poulsen**—Rose pink

**Lafayette**—Light cherry red

**Cecile Brunner (Sweetheart Rose)**—Seashell pink

**Gloria Mundi**—Brilliant orange scarlet, large clusters.

Each	6 for	12 for
\$0.49	\$2.60	\$4.95



Says Neosho Plants  
Are Sturdy and Easy  
to Grow

"I received my order of plants and, as usual, they are sturdy plants and were carefully packed. I would like to take this opportunity to express my satisfaction with everything I have ever bought from you; it is all healthy stock and consequently easy to grow."—Mrs. Sam Allen, Sapulpa, Okla.



# CHEERFUL NEOSHO EVERGREENS



## Neosho Supplies You With Highest Quality Evergreens Direct From the Ground.

Rich shades of green, blue and gold can be had in Evergreens to brighten and beautify the surroundings of your home 365 days out of the year.

We grow our own, they come right from the ground to you, with all their vigor and vitality preserved, and at most reasonable prices for balled and burlapped trees.

**Spiny Greek Juniper (Juniper Excelsa Stricta)**—A cone shaped Juniper with prickly foliage of rich steel-blue, green.  
 15-18 in. \$1.50      2-2½ ft. \$2.75  
 18-24 in. \$2.15

### Erect Form Junipers

#### Ideal for Accent Points and Specimens

**Cannarti Juniper (Juniperus Virginiana Cannarti)**—12' to 15'—a dense columnar form with rich deep green foliage. Attractive blue berries. Can be kept sheared into narrow column. Very hardy. One of the best types developed in recent years.

3-4 ft. \$3.50      5-6 ft. \$6.00  
 4-5 ft. \$5.00      6-7 ft. \$7.50

**Chandler's Silver Scopulorum**—The finest Pyramidal Juniper. Soft, compact foliage, silver color, straight central leader.

2½-3 ft. \$3.00      5-6 ft. \$6.50  
 6-7 ft. \$8.00

**Hills Silver Scopulorum**—A selected form of the Colorado Juniper with frosty silver-green whip-cord foliage of a striking color. An upright conical tree, the tips of the branches drooping.

3-4 ft. \$3.75

**Marshall's Scopulorum**—A grafted Blue Green Scopulorum of pyramidal compact form.

4-5 ft. \$4.35      5-6 ft. \$5.75  
 6-7 ft. \$7.00

**Hill Dundee Juniper**—An upright compact symmetrical pyramid with rich green foliage that turns an attractive plum-green during the winter.

3-4 ft. \$3.50      4-5 ft. \$4.35

**Irish Juniper**—A very narrow columnar tree with upright branches, giving a very formal effect. We have an exceptionally fine block this year. All of the trees have been grown single stem.

2-2½ ft. \$1.75      3-3½ ft. \$2.85

**Ashfordi Juniper**—Very similar to Irish in appearance though a slightly broader column. Stands heat and drought extra well.

3-3½ ft. \$2.85

**Silver Juniper (Juniperus Virginiana Glauca)**—15' to 20'—A beautiful type developing into a tall column with distinct silvery gray foliage. Can be trimmed as desired.

4-5 ft. \$5.00      5-6 ft. \$6.00  
 6-7 ft. \$7.50

**Chinese Juniper (Juniperus Chinensis)**—12' to 15'—Compact, broad, columnar form with bluish green prickly foliage.

3-4 ft. \$3.75      4-5 ft. \$5.00

**Schotti Juniper**—12 to 15'—A dense dark green columnar form. Very hardy.

4-5 ft. \$5.50

Here's an attractive setting of evergreens. The scene will be much more beautiful when the ground is covered with snow.



### Spreading Form Junipers

Especially desirable for foundation plantings and rockeries.

**Andorra Juniper (Juniperus Depressa Plumosa)**—1' to 2'—A low spreading variety with silver green foliage in summer, turning a rich purple in winter. Quite desirable.

15-18 in. \$1.65      18-24 in. \$2.15

**Pfitzer's Juniper (Juniperus Chinensis Pfitzeriana)**—4' to 5'—A choice semi-prostrate type with spreading branches of rich blue-green foliage. Very hardy.

15-18 in. \$1.50      18-24 in. \$2.00  
 2-2½ ft. \$2.75      2½-3 ft. \$3.25

**Procumbens Juniper**—1' to 2'—A low spreading variety suitable for rock gardens.

15-18 in. \$1.65      18-24 in. \$2.25  
 2-2½ ft. \$2.95

**Meyeri Juniper**—Beautiful heavy, gray green foliaged evergreen of irregular dwarf growth. Low habit but not prostrate.

18-24 in. \$3.35

**Elegantissima Juniper (Juniperus Virginiana Elegantissima)**—5' to 6'—A wide spreading grower with light green foliage, the ends of which are tipped with bright gold in spring. The plant presents a soft, graceful appearance.

2-3 ft. \$2.95      3-4 ft. \$3.95  
 4-5 ft. \$5.00

### Specimen Trees

#### For Individual Specimens on Lawn

**Norway Spruce (Picea excelsa)**—This is the original Christmas tree, quite hardy.

5-6 ft. \$5.50      7-8 ft. \$7.50

Size      Price

Douglas Fir ----- 5-6 ft. \$6.95

Douglas Fir ----- 4-5 ft. 4.50

Douglas Fir ----- 3-4 ft. 3.25

Colorado Green Spruce 4-5 ft. 4.25

Colorado Green Spruce 3-4 ft. 3.25

Black Hill Spruce 3-4 ft. 3.25

Black Hill Spruce 2-3 ft. 2.50

Moerheim Blue Spruce 2-2½ ft. 7.00

# BRIGHTEN THE WINTER LANDSCAPE

FAVORABLE climatic conditions, rich soil and a long growing season are combined here at Neosho in our Nurseries to promote rapid growth of beautiful, hardy specimen Evergreens. They are frequently root pruned to make them transplant easily, and they are dug with a generous ball of earth and carefully burlaped to insure success in transplanting. When you buy Evergreens from Neosho you get better developed trees that insure satisfactory results.

## Arbor Vitae

Baker's Pyramidal Arbor Vitae—A Chinese Pyramidal variety of beautiful dark green foliage, very compact and symmetrical.

2-3 ft. \$1.95      3-3½ ft. \$2.50

Berckman's Golden Arbor Vitae (*Biota Aurea Nana*)—6' to 8'—A broad compact globular form with tips of foliage a bright golden color. Quite striking.

18-24 in. \$1.50      2-2½ in. \$2.25  
2½-3 ft. \$2.95      3-3½ ft. \$3.75

Gold Spire Arbor Vitae (*Biota Aurea Conspicua*)—12' to 15'—A Chinese variety of pyramidal form with golden foliage suffused with green. A good plant for contrast.

2-3 ft. \$2.00      3-4 ft. \$3.00

## American Pyramidal Arborvitae

2-3 ft. \$2.15

Scotch Pine (*Pinus Sylvestris*)—50' to 60'—Shorter and softer needles than Austrian. A rapid grower also, making it valuable for protective screens.

2-3 ft. \$1.75      4-5 ft. \$3.50  
3-4 ft. \$2.25      5-6 ft. \$4.95

Mugho Pine (*Pinus Montana Mugus*)—1' to 3'—The only genuine dwarf pine. Needles short and stiff. Assumes a globular form; very dense. Good in foreground for foundation plantings.

12-15 in. \$1.75

Douglas Fir:  
3-4 ft. \$3.25      4-5 ft. \$4.50  
Cedrus Atlantica: Glauca  
6-8 ft. \$10.00

## Broadleaf Evergreens

Abelia Grandiflora—2' to 4'—Leaves glossy green. Blooms profusely from July to September with small white flowers blushed with pink. Holds foliage all winter in south.

18-24 in. \$1.00      2-3 ft. \$1.35

Cotoneaster Horizontalis—2' to 3'—Low spreading plants with small shiny leaves and bright berries that remain on branches well into winter. Very choice for rock gardens and foreground in foundation plantings.

2-3 ft. \$1.65

### Cotoneaster Franchetti.

3-4 ft. \$2.15

Boxwood—A very dwarf, compact evergreen with small shiny foliage.

15-18 in. \$1.85

Euonymus Patens—A perfectly hardy broadleaf, practically evergreen; beautiful light green foliage with berries in profusion resembling Bittersweet.

18-24 in. \$1.25      2-2½ ft. \$1.50

Magnolia Glauca or Sweet Bay—Large, fragrant creamy white flowers in May.

2-3 ft. \$3.00



Pfitzer's Juniper

Magnolia Soulangeana—The hardiest of the Magnolias because it drops its foliage just before Christmas. Large lavender-purple flowers before foliage comes out in spring.

3-4 ft. \$4.75

Oregon Holly (*Mahonia Aquifolia*)—2' to 4'—A beautiful evergreen shrub with smooth shining holly leaves, small bright yellow flower clusters in May and blue berries. The leaf color varies during year, assuming various shades of green with flecks of red and bronze. Will stand extreme cold.

15-18 in. \$1.25      18-24 in. \$1.75  
2-2½ ft. \$2.35

Nandina—An attractive bush of brilliant red foliage in late fall, followed by red berries.

15-18 in. \$1.35      18-24 in. \$1.85

Viburnum Carlessi—Broadleaf shrub of recent introduction from Korea. Spice like fragrance, flowers in large clusters in May of beautiful mauve pink.

18-24 in. \$2.35



# NEOSHO ORNAMENTAL



Sugar Maple

Ash, Mountain, European (*Sorbus Aucuparia*)—20' to 30'—Handsome foliage turning to orange-scarlet in fall. The white flowers appearing in May are followed by large clusters of red fruits which remain most of the winter.

5-6 ft. \$1.95

Ash, White (*Fraxinus Americana*)—50' to 60'—One of the most desirable trees for landscape and street planting. The trunk is straight and smooth. Exceptionally clean and rapid growing, with handsome foliage which in autumn colors a mellow gold tinged with bronzy purple.

5- 6 ft. each \$0.80      3 far \$1.95  
6- 8 ft. each 1.15      3 far 2.95

Birch (European White)—A graceful weeping, specimen tree with white curling bark.

5-6 ft. \$1.50      6-8 ft. \$2.25

Box Elder—40' to 50'—A hardy fast growing tree suitable for poor ground and dry locations.

6-8 ft. each \$1.00      8-10 ft. each \$1.35



Regular Chinese Elm, 5 years old

## FREE SHADE TREES CAN BE HAD FOR THE DIGGING AND HAULING.

Did it ever occur to you to go out in the woods and dig a shade tree yourself, or to hire someone to do so for you? Why not? The tree itself will cost you nothing and your only expense is the cost of digging and hauling. It would be a great idea if they would only grow, but experience will prove that only one out of ten woods-dug trees grow, because you cannot get an adequate root system with them. In the nursery row we not only prune the top to make them shapely, but we root-prune our trees so that we develop a root system in close to the trunk; that enables us to deliver to you a tree that can be successfully transplanted. So for the sake of economy and results as well buy—Neosho Nursery Grown, Root-Pruned Shade Trees.

**Umbrella Catalpa** (*Catalpa Bignonioides Nana*)—10' to 12'—A round headed tree, the top being umbrella shaped. Leaves are large and make a dense shade. Ideal for formal or balanced plantings. Can be kept compact and symmetrical by small amount of trimming.

1 yr. Heads, 4½ ft. stems, Ea. \$1.35  
2 yr. Heads, 5 ft. stems, Ea. 1.65

**Dogwood, White Flowering** (*Cornus Florida*)—20' to 25'—Few trees in the middle west can compare with the beauty of the Dogwood in full bloom. Flowers immense, a clear white, 3 in. across and are produced in great abundance before leaves appear. Foliage grayish green, turning to blood red in fall.

2-3 ft. each \$0.95      3-4 ft. each \$1.25  
4-5 ft. each \$1.75

**Dogwood, Red Flowering** (*Cornus Rubra*)—Same in habit of growth and flower as White Dogwood, excepting flower is beautiful pink. Very showy.

2-3 ft. each \$1.50

**Elm, Chinese** (*Ulmus Pumila*)—30' to 50'—A very fast grower, enduring drought and extremes of temperature, very free from disease and insect injury. Leaves out early in spring and sheds them late in fall. Leaves smaller, branches more slender than American Elm. Hardy.

4- 5 ft. each \$0.50      3 far \$1.35  
5- 6 ft. each .75      3 far 2.00  
6- 8 ft. each 1.00      3 far 2.75  
8-10 ft. each 1.50      3 far 4.00

**Elm, American** (*Ulmus Americana*)—80' to 100'—A noble native tree of majestic height and graceful drooping branches with handsome leaves. One of the best types of wide spread shade in the yard. Indispensable for park and avenue plantings.

5-6 ft. each .65      6-8 ft. each .90  
8-10 ft. each \$1.35

**Elm, Moline** (*Ulmus Moline*)—60' to 80'—Fast growing, more erect and compact than American Elm. Large leaves, smooth bark.

5-6 ft. each \$0.75  
6-8 ft. each 1.00

**Flowering Crab, Bechtels** (*Malus loensis*)—10' to 15'—Forms a rounded compact, low tree, which is a profusion of double pink, fragrant flowers in May. Foliage is attractive and ornamental, fruits follow the flowers. Useful as specimen or in tall shrub groups.

2-3 ft. each \$0.65      3-4 ft. each \$1.00

**Flowering Crab, Hopa**—A quick grower with single red flowers.

3-4 ft. each \$0.60      4-5 ft. each \$0.75  
5-6 ft. each \$1.00

**Russian Olive, Eleagnus**.—Attractive silver gray leaves, grayish white berries. Desirable for mass planting. Used frequently for hedges and windbreaks. Very hardy.

2-3 ft. \$0.40      3-4 ft. \$0.60

**Flowering Peach**—Small tree with bright red blossoms in early spring.

2-3 ft. \$0.40      3-4 ft. \$0.60

**Hackberry**—Elm shaped tree with light green foliage that thrives on thin soil and withstands hot and dry conditions.

6-8 ft. each \$1.25

**Mulberry Russian** (*Morus Alba Tatarica*)—20' to 25'—Small white or black fruits. Use for hedges or windbreaks. Very hardy.

5-6 ft. each \$0.75

**Maple, Hard or Sugar** (*Acer Saccharum*)—60'—We believe this is the king of shade trees. Straight and symmetrical, resistant to diseases and long lived. Its handsome foliage is a blaze of color in the fall. Cannot be excelled for street and lawn planting. While its growth is not as rapid as many softer wooded trees, is is much more permanent and desirable.

8-10 ft. each \$2.35

10-12 ft. each \$3.00

**Maple Silver**—*Callea* Soft Maple. A rapid grower.

5-6 ft. each .60      6-8 ft. each .90  
8-10 ft. each \$1.25

**NEOSHO  
SEAL  
BARGAIN**

**FREE**

**12 FRUIT TREES**

**SUPER X TREES  
Your Selection**

4 Apple 5-7 ft. 2-year trees

2 Plum 5-7 ft.

2 Cherry 4-5 ft.

4 Peach 5-7 ft.

\$5.40 F.O.B. Neasha

With the above order we will send you a duplicate order of 12 trees of the varieties in 2½-4 ft. grade, making 24 trees for \$5.40

**Your Choice of  
Varieties**

# AND SHADE TREES

TREES form the walls of our outdoor living rooms . . . where we may rest and relax. They are indispensable in the scheme of landscaping . . . and bring treasured shade and coolness. Neosho Shade and Ornamental Trees offer the widest variety in form, coloring, and beauty of flower and fruit!

And whether you plant one or many Neosho trees . . . you can feel certain they will make strong, vigorous growth . . . increasing in beauty from year to year. That's because Neosho Shade and Ornamental Trees are selected as to variety and stock for rapid growth and resistance to blight. All Neosho Trees are straight and shapely, the larger sizes well branched. Roots are heavy and carefully dug. Every item offers exceptional value. Choose Neosho trees, and you will be assured "Growing Satisfaction"!

**Norway Maple**—A large, handsome round headed hard Maple with deep, rich green foliage turning yellow in fall.  
**5-6 ft. each \$1.20    6-8 ft. each \$1.65**

**Oak, Pin (Quercus Palustris)**—30' to 60'—A charming medium size cone shaped tree, distinguished by its straight trunk, the drooping tendency of its lower limbs and its fine, sharply pointed, deeply cut leaves. Long lived and a fast grower in moist soils.

**5-6 ft. each \$1.50**

**Plum, Purple Leaves (Prunus Pissardi)**—10' to 12'—Low growing tree or tall shrub. Can be used either as specimen or in shrub groups for accent. Leaves are rich reddish-purple all summer.

**4-5 ft. each \$0.90  
5-6 ft. each 1.25**

**Poplar, Lombardy (Populus Nigra Italica)**—60'—A narrow, steeple-like tree, strikingly picturesque, valuable as specimens, as screens, in mixed plantings for contrast with broader trees and behind buildings. Rapid growing.

<b>4-5 ft. each \$0.25</b>	<b>3 for \$0.65</b>
<b>5-6 ft. each .40</b>	<b>3 for 1.05</b>
<b>6-8 ft. each .50</b>	<b>3 for 1.35</b>
<b>8-10 ft. each .75</b>	<b>3 for 1.95</b>

**Poplar, Bolleana**—A fast growing type of slender column-shape, with silver foliage. The hardest of all the Poplars.

**5-6 ft. each \$0.75    6-8 ft. each \$1.25**

**Persimmon, American**—  
**4-5 ft. each \$1.00**

**Red Bud (Cercis Canadensis)**—15' tall, with irregular shape and large, round, dark green leaves. Flowers appear before the leaves and are an unusual shade of dark pink.

**4-5 ft. each \$0.75    5-6 ft. each \$1.00  
6-8 ft. each 1.35**

**Sweet Gum (Liquidambar)**—A beautiful, symmetrical pyramidal tree, foliage similar to hard maple. Turns deep crimson in fall. Prune heavy when transplanting.

**Balled & Burlapped    4-5 ft. each \$3.00**

**Sycamore or Plane Tree (Platanus Occidentalis)**—100'—A handsome large tree, with branches creamy white in winter. Leaves are large. Stands smoke and gas of cities well.

**6-8 ft. each \$1.35    8-10 ft. each \$2.00**

**Smoke Tree or Purple Fringe**—Well known variety which at a distance when in bloom looks like smoke.

**3-4 ft. each \$1.00**

**Silk Tree (Mimosa Albizzia)**—A rapid grower, spreading branches, low, flat-topped head, feathery foliage, pink flowers in large heads for several weeks.

**3-4 ft. each \$1.25    4-5 ft. each \$1.65**

**Thorn, Paul's Double Scarlet (Crataegus)**—12' to 15'—Deep crimson double flowers.

**4-5 ft. each \$1.75    5-6 ft. each \$2.25**

**Willow, Pussy (Salix Discolor)**—15' to 20'—This tree produces in early spring showy catkins that are very ornamental. Best grown in bush form. Makes ideal background for rock garden.

**3-4 ft. each .50    4-5 ft. .75**



**Weeping Willow, Wisconsin (Salix Blanda)**—25' to 40'—A hardy tree with slender drooping branches.

**5-6 ft. each \$1.00    6-8 ft. each \$1.50**

**Willow, Golden Weeping (Salix Niobe)**—20' to 30'—Golden bark, drooping branches.

**5-6 ft. each \$1.00**

**Wavy Leaf Willow**—A novel new introduction. A hardy erect growing willow with long narrow, wavy leaves. Very graceful.

**4-5 ft. each \$1.00    5-6 ft. each \$1.50**

**White Fringe (Chionanthus Virginica)**—15' to 25'—Has large clusters of feathery white flowers in May, followed by bluish-black berries. Leaves large and attractive. Can be used as shrub borders where height is desired.

**3-4 ft. each \$1.35**

**Sumac—Staghorn or Smooth.**

**5-6 ft. each \$0.50    6-8 ft. each \$0.75  
8-10 ft. each \$1.25**

**Hercules Club**—A large shrub or small tree with spiny trunk and tropical like foliage. Will succeed in extremely dry location.

**3-4 ft. each \$0.75    4-5 ft. each \$1.00**



Lombardy Poplar rows in our nursery

ADD CHARM TO  
YOUR GROUNDS  
WITH A  
NEOSHO ROCK  
GARDEN . . . . .



LOOK at the charming rock garden above! You can have one just as beautiful . . . by planting Neosho Rock Garden Plants. They thrive and grow quickly . . . because they have the famous strong

**NOTE** You are allowed the regular lower quantity prices on the total number of perennials you order . . . regardless of different varieties. You get any combination of varieties in this group you wish . . . at the regular low quantity prices.

\* **Alyssum Saxatile** (Basket of Gold)—Broad masses of bright yellow flowers in early spring. 1' tall. Needs good drainage.

**Each 25c 3 for 60c 12 for \$1.95**

**Anchusa**—Tall spikes of beautiful blue flowers in June and intermittently all summer.

**Each 20c 3 for 55c 12 for \$1.65**

**Anthemis (Tinctoria)**—Handsome finely cut foliage and large golden yellow flowers all summer. Excellent cut flowers.

**Each 20c 3 for 55c 12 for \$1.65**

\* **Arabis Alpina** (Rockcress)—Pure white flowers produced in dense masses in April and May. 1' tall.

**Each 20c 3 for 55c 12 for \$1.65**

**Aster**—Autumn flowering perennials, in various colors. 2' to 3' high.

**Each 20c 3 for 55c 12 for \$1.65**

**Baby's Breath (Gypsophila)**—Numerous feathery panicles of small, starry white flowers borne in profusion on thread-like stalks in early summer.

**Each 20c 3 for 55c 12 for \$1.65**

**BLEEDING HEART**

**Each 40c 3 for \$1.00**

Neosho root systems. And they grow in the most seemingly unpromising locations. Order from the many varieties described below!

**Balloon Flower (Platycodon)**—Large showy bell-shaped flowers of deep blue produced on 20" spikes all summer.

**Each 20c 3 for 55c 12 for \$1.65**

**Bee Balm (Monarda)**—A bushy plant of spicy fragrance with full round heads of red flowers; blooms June to August.

**Each 20c 3 for 55c 12 for \$1.65**

**Carnations**—Hardy Garden. One of the most popular and useful flowers. Mixed colors.

**Each 20c 3 for 55c 12 for \$1.65**

**Canterbury Bells (Campanula)**—Two or three-foot spikes of various colored large bell-shaped flowers during May and June. A biennial. Pink or blue.

**Each 20c 3 for 55c 12 for \$1.65**

**Cerastium Tomentosum (Snow-in-Summer)**—A low growing plant with silvery white foliage, producing abundance of snow white flowers in May.

**Each 20c 3 for 55c 12 for \$1.65**

**Chinese Lantern (Physalis)**—All colors.

**Each 20c 3 for 55c 12 for \$1.65**

**Clove Pinks (Dianthus)**—Rich colored flowers of spicy fragrance on spikes 12" to 18" high. Handsome glaucous green foliage. Will bloom all summer if flowers are cut.

**Each 20c 3 for 55c 12 for \$1.65**

**Columbine (Aquilegia)**—A graceful and beautiful perennial of various colors, blooming in spring. Should be planted in partial shade 12" apart. Blue yellow or red and yellow.

**Each 20c 3 for 55c 12 for \$1.65**

**Coreopsis (Tickseed)**—Foliage small, with large bright yellow, daisy-like flowers from June through August. One to two feet high. Excellent in masses in border. Good for cutting.

**Each 20c 3 for 55c 12 for \$1.65**

**Delphinium (Larkspur)**—Beautiful stately spikes 4' to 6' tall of various blue shades in June.

**Delphinium (Bellamosa)**—Dark blue.

**Delphinium (Belladonna)**—Sky blue.

**Delphinium Gold Medal Hybrids**—Mixed colors.

**Each 20c 3 for 55c 12 for \$1.65**

Varieties \* Starred are desirable Rock Garden Plants.

**PINK CUSHION**

—**Dwarf Summer Flowering**—A dwarf compact plant covered with pink blossoms from late July until frost.

**Each 40c 3 for \$1.00**

\* **Eupatorium Coelestinum (Hardy Ageratum)**—Light purple flowers similar to Ageratum, in flower from August until Frost. 12" to 24".

**Each 20c 3 for 55c 12 for \$1.65**

**Shirley Hybrids Foxglove (Digitalis)**—Flower heads over 3' long crowded with bell-shaped blossoms in colors from white and shell pink to deepest rose in June and July.

**Each 20c 3 for 55c 12 for \$1.65**

\* **Forget-Me-Not (Myosotis)**—Dainty rich blue flowers with yellow eye produced freely all summer. Will thrive in moist, shady borders.

**Each 25c 3 for 60c 12 for \$1.95**

**Gaillardia (Blanket Flower)**—One of the most desirable hardy plants, has large daisy-like flowers 2 to 3 in. across, brilliant yellow at tips shading to maroon at center, profusely borne on strong stems 2 or 3 ft. high. Blossoms from June through October. Good for cutting.

**Each 20c 3 for 55c 12 for \$1.65**

\* **Helianthemum (Rock Rose)**—Form dense masses of pleasing foliage studded with small brilliant flowers of various colors. Must have full exposure to the sun. 9 in.

**Each 25c 3 for 60c 12 for \$1.95**

**Hollyhocks**—Double. Old-fashioned flower. Yellow, pink, red, white. 6' to 8' tall.

**Each 20c 3 for 55c 12 for \$1.65**

**Lemon Lily (Hemerocallis)**—Sweet scented, clear yellow lily-like flowers on erect stems 2' to 3' high in June, and July. Leaves are long and narrow.

**Each 20c 3 for 55c 12 for \$1.65**

\* **Linum Perenne (Flax)**—Elegant, feathery leaved, free flowering, hardy perennials with transparent yellow blossoms. Dry, sunny location.

**Each 25c 3 for 60c 12 for \$1.95**

\* **Missouri Primrose**—Yellow flowers 3 to 4 in. across. Blooms all summer.

**Each 25c 3 for 60c 12 for \$1.95**

**Ornamental Grass (Eulalia Japonica)**—Long narrow, graceful foliage, and when in flower the attractive silvery grey plumes are 6' to 7' high.

**Each 20c 3 for 55c 12 for \$1.65**

**Painted Daisy (Pyrethrum)**—Showy daisy-like flowers of all shades of color except blue and yellow, on long stems in May and June. Elegant, finely cut foliage. 18" to 24" high.

**Each 20c 3 for 55c 12 for \$1.65**



Phlox Subulata

# Neosho Perennials Give Colorful Charm Year After Year

First Cost is the Last . . . and is Surprisingly Low, at Neosho's Direct-from-Grower-to-You Prices!

FEW plants yield such a rich return of pleasing color with little effort as hardy Neosho Perennials. Once planted, they return year after year to delight the gardener anew with their charming color of bloom and foliage—or their alluring fragrance. Neosho Perennials include familiar favorites and new improved varieties of outstanding Neosho Quality.

## NEW DWARF BRONZE SUMMER FLOWERING CHRYSANTHEMUM

This wonderful plant is our own introduction and originated here on our own grounds. It has met every test and delights every one who sees it. Can be secured only from Neosho Nurseries Co.

A dwarf compact plant covered with bronze blossoms from August until frost.

Each 40c 3 for \$1.00

\* Pansies, Hardy (Viola) — Best edging plant, remaining in full bloom from May until October if not allowed to go to seed. Pure rich violet and yellow shades.

Each 25c 3 for 60c 12 for \$1.95

Plaintain Lily (Funkia) — Handsome large green foliage with lily-like blue flowers in spikes 2' to 3' tall, from July to August.

Each 20c 3 for 55c 12 for \$1.65

Phlox — Beautiful border plants, most effective in late summer and early fall. Large flower heads of various brilliant colors. Never let go to seed. In these five beautiful varieties:

Phlox Beacon — Brilliant cherry red, 36 in. tall.

—Phlox Rijnstroom — Lovely rose pink, 36 in. tall.

—Phlox Rheinlander — Large salmon pink, 36 in. tall.

—Phlox Firebrand — Brilliant orange scarlet.

Richard Wallace — White with red eye. Each 25c 3 for 60c 12 for \$1.95

## Columbia Patented

Columbia, Patented. A marvelous new phlox, a wonderful color. Extremely hardy, a vigorous grower; immense cameo pink blossoms.

Each 50c 3 for \$1.25 Postpaid

\* Phlox Subulata — An early spring flowering type with pretty moss-like evergreen foliage which is completely hidden under masses of pink bloom in April and May.

Each 25c 3 for 60c 12 for \$1.95

Physostegia False-Dragon-Head (Virgínica) — Handsome long spikes of delicate pink flowers July to October.

Each 20c 3 for 55c 12 for \$1.65

Red Hot Poker (Tritoma) — Long narrow, grassy leaves, drooping tubular flowers of rich orange-scarlet on long dense spikes in July to October.

Each 25c 3 for 60c 12 for \$1.95

Santolina — A dwarf evergreen perennial with delicate silvery white foliage. Useful as rock or border plants. Also used to edge beds and walks. 1 ft.

Each 20c 3 for 55c 12 for \$1.65

\* Saponaria (Soapwort) — Pretty prostrate rockery plant, flowers rosy-pink in great abundance in May and June.

Each 25c 3 for 60c 12 for \$1.95



A Perennial Garden Provides Blooming Flowers Early and Late

\* Sedum Stolonifera (Stonecrop) — Evergreen leaves, flowers purplish pink in July and August. 6 in.

Each 25c 3 for 60c 12 for \$1.95

\* Sedum Spectabile — 18" rose colored flowers. August-September.

Each 25c 3 for 60c 12 for \$1.95

Shasta Daisy — Large white flowers on long stems from June through July. Excellent for cutting.

Each 20c 3 for 55c 12 for \$1.65

Snow-in-Summer (Cerastium) — A low edging plant with mat-like silver foliage and early white flowers.

Each 20c 3 for 55c 12 for \$1.65

Statice Latifolia — Heads of minute purplish blue flowers in July-August. These if cut and dried last for months.

Each 20c 3 for 55c 12 for \$1.65

Stokesia — Cornflower Aster. A handsome perennial with China Aster-like flowers that appear late in the season on erect leafy stems 1' to 2' high. Blooms from July through October.

Each 20c 3 for 55c 12 for \$1.65

Sweet Pea — Hardy. Trailing habit. Pink white or red.

Each 20c 3 for 55c 12 for \$1.65

Sweet William (Dianthus Barbatus) — Brilliant flower heads of pink, white and crimson shades on leafy erect stems. 10" to 18" high in May and June. Really a biennial.

Each 20c 3 for 55c 12 for \$1.65

\* Thymus (Thyme) — Prostrate creeping plant with fragrant foliage with rosy purple or crimson flowers in June and July.

Each 25c 3 for 60c 12 for \$1.95

\* Tunica Saxifraga (Cotyledon) — Slender graceful plants with hair-like stems covered with small Baby's Breath-like flowers of light pink all summer.

Each 25c 3 for 60c 12 for \$1.95

\* Veronica Incana — 1' blue, July-August. 25 for \$1.00

Violets (Hardy) — Sweet scented. Long stems. Heavy foliage.

Each 25c 3 for 60c 12 for \$1.95

## Special Perennial Offer!

15 Beautiful Perennials  
\$1.49

Postpaid  
3 Anthemis  
3 Blanket Flower  
3 Columbine  
3 Foxglove  
3 Sweet William

15 Plants ----- for \$1.49



1 New Dwarf  
Bronze Mum

1 Pink Cushion  
Mum

6 Perennials our Selection  
All 8 for \$1.25 Postpaid

## Hints for Successfully Growing Perennials

Clay soil should be made lighter with manure and sand. It pays to mix in thoroughly well-rotted manure or bonemeal in good soil that has been deeply dug.

Set plants a little deeper than they stood in the nursery and spread out the roots. Plants moved in full growth should always be cut back.

Cultivate during the growing season to preserve moisture, to aerate the soil, and to keep down weeds.

In dry spells, water thoroughly at intervals rather than frequent sprinklings.



Peony

# STRONG VIGOROUS BULBS BRING QUICK RESULTS •

Get these Finest Quality Bulbs at Our LOW  
DIRECT-FROM-THE-GROWER-  
TO-YOU PRICES.

Bulb growing flowers are a joy to grow because the magnificent, rich colored blooms are the finest that you can produce. Start this year.

## PRIZE-WINNING DAHLIAS

We offer this year a new list of Dahlia varieties. Every one an outstanding, prize-winning show variety; finer sorts cannot be had from any source at any price.

**NOTE**—You are allowed the regular quantity prices on the total number of plants you order . . . regardless of different varieties. You get any combination of varieties in this group you wish . . . at the regular low quantity prices.

### POSTPAID

Each 25c

3 for \$0.60

**20c**

Each

In 12 Lots

## GLADIOLI

Extra fine Bulbs, guaranteed to bloom this year. Choose from these named varieties.

**5c**

Each  
In 12 Lots

**NOTE**—You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

Postpaid

6 for 35c

12 for 59c

Mrs. Pendleton—Pink.  
Scarlet Princeps—Scarlet.  
Alice Tiplady—Yellow.  
Willbrink—Lavender pink.  
Albania—White, late.  
Giant Nymph—Light pink.  
Schwaben—Creamy yellow.  
Autumn Queen—Creamy yellow.  
Tycho Zang—Salmon pink.  
Capt. Boynton—Lavender.  
W. H. Phipps—La France pink.  
Los Angeles—Shrimp pink.

Edna Ferber—Cactus; glistening coral shading to old gold at base; petals slightly twisted. Blossoms 8-10 in.  
Emperor—Informal decorative; deep crimson, tall grower, generous bloomer, blossoms 4-6 in. diameter.  
Jane Cowl—Informal decorative; bronze, buff and salmon; one of the best. Blossoms 8-10 in.

Jersey Beacon—Formal decorative; orange-scarlet, 6-8 in. blossoms.  
Mrs. Ida De Ver Warner—Formal decorative; bright lilac-rose; blossoms 6-8 in.  
Margaret Woodrow Wilson—Creamy white with pink back; very dependable; 6-8 in. blossoms.  
Sagamore—Formal decorative; gold, generous blossoms 6-8 in.

### Best He Has Seen

"I have today been informed by my brother, John Bonk of Waverly, Missouri, that he has received the trees I ordered from you and that they are the best he has seen. I was very much pleased to hear this, and you may rest assured that any trees I may need in the future will be ordered from you."—Frank Bonk, Chicago, Ill.

### "Certainly Are Good Stock"

"My order reached me in perfect condition and I am satisfied with the trees. They certainly are good stock, and I will try to do my best with them. I followed planting directions." — Theo. Gallardo, Walker Route, Prescott, Ariz.

### Says Trees Fine as Can Be

"I received the trees in good shape. They are fine ones, too. I put them out as directed. They are fine as they can be." — Virgil F. Powell, Gillham, Ark.

## SPECIAL GARDEN ASSORTMENT

24 Beautiful Assorted  
Bulbs and Roots

Regular  
\$2.25  
Value  
for

**\$1.49**

Postpaid

### Our Selection of Varieties

Here is a wonderful collection of different colors and variations of roots and bulbs . . . that will grow into delightful beauty for your grounds. Regular high quality Neosho plants . . . with the strong Neosho health and vigor . . . that assures success. Here's what you get at this amazingly low price:

3 Peonies  
Red  
White  
Pink

6 Iris  
3 Dahlias  
12 Gladioli

**SPECIAL!**  
Dahlia Collection  
Our Selection

**10 FOR**

**\$1.25**

POSTPAID

## GLADIOLI

### Rainbow Collection

Complete color assortment—Our selection of varieties.

25 for — — — — 95c  
Postpaid

## LILIES

### AS LOW AS—

Regal Lily, 7-9 in. bulbs, 3 for	.60
White Day Lily, 3 for	1.00
Gold Banded Lily, 7-9 in. bulb, 3 for	1.00
Emerald Lily, 6-8 in. bulb, 3 for	1.00
Fire Lily, 3 for	1.00
Lily of the Valley (clumps of 10 pips) per clump	.45

# IRIS MULTIPLY RAPIDLY PEONIES LAST A LIFETIME

Have Beautiful Flowers from April Through June . . . By Planting Neosho Peonies and Iris.  
They Are Amazingly Easy to Raise . . .  
Bloom Every Year.

## PEONIES

There's a wealth of varieties to select from in this group. Healthy, strong, vigorous bulbs that thrive and bloom for years.

	Each	Lot of 3
<b>Avalanche</b> —A beautiful, large free blooming, pure white; late	\$0.50	\$1.35
<b>Augustin d'Hour</b> —Salferino red; extra large; midseason	.50	1.35
<b>Eugene Verdier</b> —Large, exquisite late pink of unusual beauty	.60	1.65
<b>Felix Crousse</b> —A brilliant ruby red, large, late bloomer; a Neasha favorite. Rating 84	.40	1.10
<b>Couronne d'Orr</b> —A crown of gold and white	.35	.90
<b>Duchess de Nemours</b> —White green tips	.35	.90
<b>Duc de Wellington</b> —A fragrant, large flowering white	.35	.90
<b>Duchess de Orleans</b> —Midseason pink	.35	.90
<b>Karl Rosenfield</b> —Crimson, mid-season; red. Rating 88	.40	1.10
<b>Edulis Superbo</b> —Early, clear deep pink. Rating 76	.35	.90
<b>Festiva Maxima</b> —Not a new variety, but one of the best; large, double white with carmine tips. Rating 93	.35	.90
<b>Mod. Emile Lemairei</b> —Creamy white	.65	1.80
<b>Meissanier</b> —Reddish purple, mid-season	.40	1.10
<b>Richard Corvel</b> —A very early, large crimson	.75	2.00
<b>Mme. Jules Dessert</b> —Salmon white; mid-season favorite. Rating 92	.90	2.25
<b>Walter Faxon</b> —A vivid, bright pink; extra large. Rating 93	1.00	2.50
<b>Therese</b> —Almost perfect, extra large shell pink. Rating 98	1.00	2.50

## IRIS

Iris are often called hardy orchids because of the richness and beauty of the flowers. They vary in height from 1 to 3 feet, are very easy to grow and blossom in exquisite shades of many beautiful colors. The Japanese blossom after the German varieties are through flowering.

POSTPAID

**6 for 50c**

IRIS—(Germanica Varieties)  
Celeste—Pale, azure blue, 30".  
Lent A. Williamson—Violet, golden beard, 42 in.  
Madam Chobaut—Orange and red.  
Sherwin Wright Golden Yellow Perfection—Purple and lavender.

**12 for 85c**

Queen Caterina—Pale violet, 38".  
Queen of May—Rose and lilac, 2'-3'.  
San Souci—Yellow and brown, 2'.  
Siberian Orientalis—Intense blue, narrow leaves.  
Madame Chereau—White and lavender, 30 in.

## PRIZE WINNERS—(Germanica Varieties)

POSTPAID

**6 for 90c**

Apache—Coppery red.  
Ambassadeur—Velvety purple, 42".  
Susan Bliss—Deep rose pink, 40".

**12 for \$1.65**

Mother of Pearl—Pale lavender, 44".  
Opera—Violet red, 24".



German Iris

## DECORATION DAY PEONY COLLECTION

3 White  
1 Pink  
1 Red

**5**

for only

**\$1.10**

POSTPAID

Reg. \$1.75 Value

Our selection  
of varieties.  
Guaranteed to  
be valued in  
excess of \$1.75.

## CANNAS

King Humbert (Red)—Bronze foliage, 4'.  
King Humbert (Yellow)—Bronze foliage, 4'.  
President—Scarlet, large flowers, green foliage, 4'.  
Shenandoah—Salmon pink, bronze foliage, 4'.  
Wintzer's Colossal—Vivid scarlet, green foliage, 5'.  
Postpaid

3 for 35c 6 for 60c 12 for \$1.10

## CALADIUM

(Elephant Ear)  
3 for 50c

Postpaid  
6 for 85c

## JAPANESE IRIS

A charming, different type of Iris that continues your blooming season up into June. Every flower lover should add this group to their garden.

Postpaid

6 for 90c 12 for \$1.65

Gekka-no-nami—Glistening, creamy-white.  
Koko-no-iro—Enormous, double, violet-purple, with gold throat.  
Moniji-no-taki—Bright, rosy, crimson, feathered with white.  
Uchiu—Largest size, longest stems, sky blue with golden center.

## SPECIAL MEMORIAL DAY IRIS COLLECTION

12 Iris, different colors, our selection.  
12 for 50c, Postpaid

# LUXURIANT FOLIAGE AND PROFUSE BLOOM



Silver Lace Vine

**American Ivy or Virginia Creeper**—A valuable and extensively used vine with deeply cut leaves which color a beautiful crimson in fall. Fine for covering trees, rocky slopes, walls, etc.

Each 30c 3 for \$0.75

**Boston Ivy**—Clings to smooth surface. Colors in fall.

Each 35c 3 for \$0.90

**English Ivy**—Evergreen leaves. Clings to walls. Plant on north or east exposure.

Each 40c 3 for \$1.05

**Bittersweet**—Very hardy, with large orange-crimson fruits all winter.

Each 35c 3 for \$0.90

**Clematis Japanese (Paniculata)**—Good foliage. Countless small star-like flowers in August and September.

Each 50c 3 for \$1.35

**Clematis Jackmani**—A large flowering type, velvety violet-purple in midsummer. **Clematis Madam Edouard Andre**—Very large single crimson-red flowers in mid-summer. For arbors or trellis.

**Clematis Ramona**—Same as Jackmani, with sky-blue flowers.

Each 70c 3 for \$1.95

**Halls Honeysuckle**—One of the best ground covers, its white and yellow blossoms are extremely fragrant. Will grow in shade.

Each 25c 3 for 60c

## • IN NEOSHO VINES •

Have Finest Grade Vines . . . at a Saving . . . By Taking Advantage of Lower Prices Made Possible by Neosho Direct-from-Grower Selling

**VINES** add much to the beauty of the home. You are sure of luxuriant foliage and profuse bloom when you buy strong, two-year-old, field-grown Neosho stock. Exceptional values in popular varieties.

**Scarlet Trumpet Honeysuckle**—Heavy growth. Orange-scarlet flowers.

Each 35c 3 for \$0.90

**Silver Lace Vine**—A new vine, grows 25 feet a year. Sprays of white flowers in fall.

Each 60c 3 for \$1.65

**Trumpet Vine**—A robust woody vine. Its orange scarlet trumpet-shaped blossoms cluster at tip of branches. Leaves light green. Will climb to great heights on trunks of trees.

Each 35c 3 for \$0.90

**Wisteria, Japanese (Grafted)**—Large grape-like clusters of purple flowers in late spring. Sure to bloom.

Each 70c 3 for \$1.95

## NUT TREES

**Budded and Grafted Improved Variety**

**\$1.95**

EACH

**Thomas Black Walnut**—Unusually large kernels with single thin partition so that kernels come out readily in halves. Extra fine quality.

4-6 ft. \$1.95

**Butterick Pecan**—A hardy thin shelled grafted Pecan of fine quality suitable for northern planting.

4-6 ft. \$2.75

**Stuart Pecan**—The most widely planted of the southern varieties, large size, fine quality, can be grown farther north, than any other of the southern group.

4-5 ft. \$1.95

## Here are More Letters of Praise for Neosho Stock

### Had Fine Results With Orchard

"I am planning to set an orchard and would like for you to send me a catalog and prices. I ordered an orchard from you several years back and have had fine results. We are especially proud of the Early Elbertas. Do you still have that same variety? Please send prices right away as I want to send an order."—W. S. Dennis, Nevada, Mo., Oct. 25, 1935.

### Complete Grower Satisfaction

"I have complete grower satisfaction. Everything I got from you is growing nicely."—C. K. Ryan, Mound Valley, Kans. Sept. 7, 1935.

### Neosho Stock Did Extra Well

"I got a splendid growth on the trees I got from you last April. They did extra well when they were transplanted on the 12th of April. Am well pleased with your trees."—Geo. F. Filbert, Cabool, Mo., Sept. 7, 1935.



BIRD'S EYE VIEW OF OFFICE AND STOREHOUSE

Showing group of large brick buildings in which are housed our general offices, shipping department, storehouses, etc., at Neosho, Mo. Our facilities for the storage, handling and shipping of nursery stock are unexcelled.

# Neosho Nurseries' Easy Payment Terms

On Orders of \$25.00 or More

Extremely Liberal Terms—Only 4% Added For Carrying Charges—No Interest To Pay

Amount of Order	Add for Easy Payment	Pay Down With Order	Monthly Installment	Amount of Order	Add for Easy Payment	Pay Down With Order	Monthly Installment
25.00	to 30.00	1.00	5.00	2.50	55.00	to 60.00	2.50
30.00	to 35.00	1.25	5.00	60.00	to 70.00	2.75	6.00
35.00	to 40.00	1.50	5.00	70.00	to 80.00	3.00	7.00
40.00	to 45.00	1.75	5.00	80.00	to 90.00	3.50	8.00
45.00	to 50.00	2.00	5.00	90.00	to 100.00	4.00	9.00
50.00	to 55.00	2.25	5.00	Over	100.00	4%	10%

## NEOSHO NURSERIES COMPANY, Neosho, Missouri

For the purpose of securing Nursery Stock on your EASY MONTHLY PAYMENT PLAN, I (we) make the following statement:

Name .....

Address .....

(Street or R. F. D.)

City .....

State .....

Married .....

Age .....

How long have you lived in this place ..... years Your business or occupation .....

If you work for someone else, Give Name .....

Address .....

Your present position .....

How long employed there .....

I carry an account with .....

Bank, at .....

Assessed Value      Amount of Mortgage, if any

Do you own your home? .....

\$ .....

If you own farm, state how many acres .....

\$ .....

In whose name is title of property where Nursery Stock is to be planted





**WARRANTY**—We offer to replace without charge, or refund the purchase price of any stock that should prove untrue-to-name, but in no case shall we be liable except as provided in Revised Missouri Statutes 1929, Section 12392. This is a Missouri contract.

FROM

NAME \_\_\_\_\_

POSTOFFICE \_\_\_\_\_

R. F. D. NO. \_\_\_\_\_ STATE \_\_\_\_\_

# Neosho Nurseries Co.

Neosho,

Missouri

*“Yours for Growing Satisfaction”*

NEOSHO NURSERIES CO.

NEOSHO, MO.



Name \_\_\_\_\_

Have bought on credit from the following business houses (Or name 2 merchants who know you)

Name \_\_\_\_\_ Address \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

**PURCHASER SIGN HERE<sup>ER</sup>**

Amount of order . . . . .	\$ .....
Sales Tax (Missouri) . . . . .	\$ .....
Add for Easy Payments . . . . .	\$ .....
<b>TOTAL</b> . . . . .	<b>\$ .....</b>

Pay down with order . . . . .

(deduct from total)

Unpaid Balance { Amount of   
 Agreement Below } \$ \_\_\_\_\_ (Pay this amount in Monthly Installments)

**EASY MONTHLY PAYMENT AGREEMENT**

Neosho, Mo., 19 \_\_\_\_\_

FOR VALUE RECEIVED, I, We, or either of us, promise to pay to the order of NEOSHO NURSERIES COMPANY,

Neosho, Mo., DOLLARS

(Unpaid Balance)

in **MONTHLY INSTALLMENTS** of \$ \_\_\_\_\_ each. The first monthly installment due on delivery of Nursery Stock. Payable at office of Neosho Nurseries Co., Neosho, Mo. Future payments to be made by 10th of each month.

Upon non-payment of any installment at its maturity, all remaining installments shall become immediately due and payable. Neosho Nurseries Company reserves a lien on, and the right to remove property for which this note is given in payment.

Purchaser's  
Signature<sup>ER</sup>

Witness: \_\_\_\_\_

Salesman: \_\_\_\_\_

# PROPER PLANTING

Trees, shrubs, and flowers require immediate and careful attention for successful results in planting. They must not be exposed to the wind or sun before planting, and should be cultivated and watered after planting to assure quick establishment.

## HANDLING UPON ARRIVAL

Receive your stock without delay and plant just as soon as possible. Plants received in freezing weather should not be opened until they have been put in a cool but frost-proof cellar and gradually thawed out. The stock will not be injured if gradually thawed out in this way.

Stock which seems somewhat dry upon opening, should be buried in wet soil for a day or so. This will quickly liven the stems and make them ready for planting. Small bundles may be placed in tubs of water for the same results.

If possible plant at once. If weather conditions do not permit immediate planting, place bundles or boxes in a cool but frost-proof cellar. Should planting be delayed more than one or two days, unpack stock and heel-in in a well-drained location.

Spade and plow thoroughly and deeply, raking or harrowing the soil fine and leveling off to facilitate planting. Dig holes generously wide and deep to receive root system without crowding or cramping roots. Loosen the soil in the bottom of the hole so that the roots may grow "in" readily. Poor soil may be benefited by spreading manure in sometimes in advance of planting.

## PRUNING BEFORE PLANTING

Pruning stock at the time it is transplanted assures more rapid recovery, reducing top to be supported by the roots which themselves are burdened with the task of re-establishing tiny feeding rootlets. Use a sharp knife or shears.

**Trees.** Remove about one-third of the top from average heavy tops, by clipping branch ends and removing small branches and interfering limbs. Cut off frayed or bruised roots just above the point affected. Leave one branch or stem to develop into a leader.

**Shrubs.** Thin out the tops of many branched shrubs, removing old wood, and cut back average plants about one-third. Hydrangeas should be cut back to the ground. Remove frayed or damaged roots as directed above for Trees.

**Fruit Trees.** Trim roots as advised for Trees above. Peach, Cherry, Apple, Pear and Plum stocks in branched sizes, should be pruned so that three to five branches, well placed about the trees, should remain. Leave a leader for developing. One year grades, usually whips, should be topped to the desired heading out, usually from 24 to 30 inches.

**Raspberry, Blackberry, etc.** Are usually supplied cut back. Tops should be removed to about 6 inches from ground when planted.

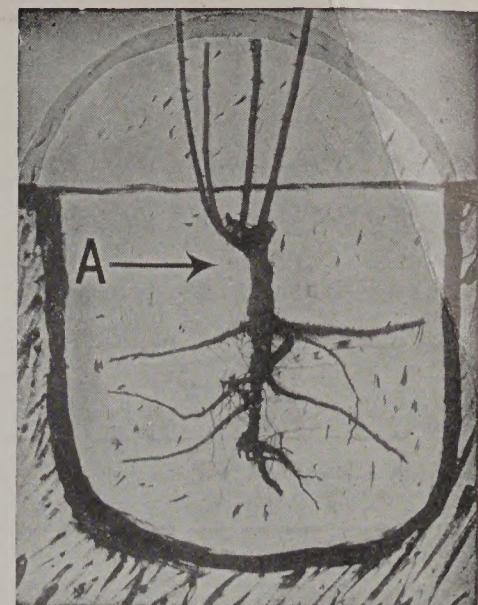
**Grapes.** Cut back roots proportionately to development. Tops should be removed, leaving one stem with three to four buds.

**Roses.** Cut roots as advised for trees and shrubs, removing bruised and broken parts. Cut tops back to three to four buds on each stem.

**Privet Hedge.** Cut tops back to four to six inches above the ground to insure dense base growth. Set slightly deeper than stocks stood in the nursery.



Roses require thorough cultivation of the soil and are gross feeders, necessitating rich ground or heavy fertilizing for best results. Plant all graft-joints so that they are at least three inches below ground level to prevent the strong root system of the rose stock from sending up shoots which will smother the budded top variety.



## BULBS

Spring blooming bulbs, such as tulips, narcissus, hyacinths, etc., should have good garden soil with natural drainage. Sand added to heavy ground will greatly benefit bulbs.

Cannas, Dahlias, Gladioli and Lilies require good garden soil, a sandy loam being productive of best results. Place lily bulbs slightly on their sides so that water may drain away and prevent rotting in wet seasons.

## PLANTING TREES AND SHRUBS

Set trees one or two inches deeper than they stood in the nursery, as shown by the collar or bark at top of roots. Shrubs should be set at the same depth or slightly deeper than in the nursery. Spread roots out naturally and work in pulverized soil about the roots, tramping firmly with the feet. If soil is dry, water well before hole is filled with soil. Lastly, fill the hole level, but do not mound up, as this tends to shed water away from the roots and holds back growth. Don't tramp down the top soil, but leave loose prevent baking and cracking.

**Evergreens** should be set a trifle lower than they stood in the nursery. Dig the hole a foot larger than the ball of earth about the roots and fill in with good loamy soil, packing firmly by tramping or settling by filling hole with water. Loosen burlap at top of ball and roll back or cut off, but don't remove entire burlap covering.

**Perennials** are best planted with trowels, dibbles, or similar hand tools. Remove badly injured or dried up leaves. Trim long straggling roots back and cut out bruised or damaged parts. Plant so that roots spread out or extend down naturally. Don't crowd into small holes. Plants with crowns should have the crowns slightly below or at the surface of the ground.

**Grapes** should be planted along the same lines as shrubs. They require rich soil for best results and a few bones placed in the bottom of the hole will provide rich feeding later on. Trim roots slightly and cut back tops well.

**Plant Rhubarb** 3 feet part with buds one inch below ground level; **Asparagus** one foot apart in furrows 6 inches deep. Fertilize Rhubarb with manure every year; also Asparagus when through cutting in June.

**Currants and Gooseberries** should be set about 4 feet apart and cut back about one-half. Every year after fruit has been gathered trim off old wood and burn. **Raspberries** and **Blackberries** should be set 3 to 4 feet apart. After fruiting cut out old canes and burn, leaving a few vigorous new stems for the following year's crop.

## HEELING-IN STOCK TEMPORARILY

Dig a trench sufficiently deep and wide to receive roots and at least a third of the top without crowding or breaking roots. Lean the stock bundles or trees at an angle to save extra digging. Fine soil should be used so that the roots can be packed well to prevent air-pockets and drying out. Water when the ground is dry and heap the soil well about the stems of the stock. If trees or shrubs are to be heeled-in over winter, they should be well covered and all packing material removed to prevent mice from nesting and damaging stock.

## AFTER CARE

Frequent cultivation after planting will maintain a dust mulch on top of the soil to conserve moisture and continue growth. Hoeing rather shallow gives best results in this respect and keeps beds free from weeds and orderly in appearance.

In dry spells, artificial watering is strongly advised. Don't sprinkle. Water thoroughly. If a hose is used, remove the nozzle and let the water soak into the ground until saturated down to the roots. No further water is needed for several days if this is followed. Watering in the evening or in early morning is best.

Fertilizing in the fall acts as a winter mulch and enriches the soil for the next season's showing. Manure should be applied on top of the soil. It may be spaded in when well-rotted, but should never be placed next to the roots of plants.

Shrub beds and circles cut about trees look much better when trimmed up with a spade occasionally during the summer. Ragged edges about shrub areas and weedy beds destroy much of the beauty of plantings.

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4 CHERRY TREES — 7/16 3 ft. 3 Mantmorency 1 Ey Richmand	\$1.00
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50 ASPARAGUS — No. 1 Martha Washington - Rust resistant	\$1.00
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2 HALL'S HONEYSUCKLE VINE	50c
4 BLANKET FLOWER	50c
4 ORNAMENTAL GRASS	50c
4 ANTHEMIS	50c
4 BALLOON FLOWER	50c

8 PEACH TREES — 2-3 ft. Champion, Belle of Georgia, Halehaven Elberta, Franks, Golden Jubilee	\$1.00
5 PEAR TREES — 2-3 ft. Bartlett, Lincoln, Anjou, Flemish Beauty, Keiffer	\$1.00
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10 BOYSENBERRIES	\$1.00
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10 GRAPE VINES 5 Concord — 5 Moores Early	50c
12 CUMBERLAND RASPBERRIES	50c
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4 COLUMBINE	50c
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